

Fall 1968

# Radio Programming Profile



the nation's  
**FINEST**  
commercial  
atmosphere

**WPBC**

ADULT  
RADIO

MINNEAPOLIS  
AND ST. PAUL  
MARKET AREA

William V. Stewart  
P R E S I D E N T  
NATIONALLY REPRESENTED  
JOHN C. BUTLER COMPANY

A HIGHLY RATED  
**P R E S T I G E**  
BETTER MUSIC STATION

**WHN**  
NEW YORK

**KGBS\***  
LOS ANGELES

**WIBG**  
PHILADELPHIA

**WJBK**  
DETROIT

**WJW**  
CLEVELAND

**WGBS**  
MIAMI

**WSPD**  
TOLEDO

# IT'S GOOD BUSINESS TO DO BUSINESS with **STORER STATIONS...**

-  **MAJOR MARKETS**
-  **MAXIMUM COVERAGE**
-  **TOP TALENT**
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**STORER**  
**BROADCASTING**  
**COMPANY** RADIO DIVISION

## ... and to Simplify Timebuying:

Contact MMR—our national reps\*—whose intentionally limited list assures you information in depth, and tailor-made solutions to your marketing problems.

**MAJOR MARKET RADIO, INC.**  
NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA

\*KGBS, Los Angeles, nationally represented by Alan Torbet Associates.

# **Radio Programming Profile**

**fall 1968**

**Published by:**  
**BF/COMMUNICATION SERVICES, INC.**  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

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## INTRODUCTION

From the time that television became a major medium of entertainment and information, its older sister . . . radio . . . has had to discover new ways to attract and hold audience.

For radio, the past twenty years has been a period of constant change, of constant adaptation to changing audience needs.

In that time network radio services were drastically reduced. Today the strongest network affiliates, like their independent competitors, rank high or low in listenership mainly based on their locally produced programming.

In that time, too, radio entered its current pattern of programming specialization . . . each station, through its programming content, catering to a specific audience taste.

Thus, to the classical music station, has been added the album music station, the rock-n-roll music station, the modern country music station and a variety of other music format stations that pre-select audience according to its musical proclivity. And among the "talk" specialists is the relatively new information-telephone participation station and the still newer all-news station.

Radio's present strength, then, is in its diversity . . . but this diversity also makes the timebuyer's function increasingly complex.

The intention of this new reference volume is to provide the timebuyer, for the first time, with detailed programming information in one convenient volume that is accurate and, through its quarterly revisions, up-to-date.

*W. M. Fromm*

# Other Stations Are Competitors—

## Not Buyers

Radio-station executives who advertise exclusively in broadcast trade magazines may impress other radio-station executives . . . but other radio-station executives *buy* very little time.

*In fact, they don't buy any.*

Therefore, if you are trying to interest advertising buyers in your radio station, only *Media/scope* is edited exclusively for buyers of advertising. *Media/scope's* circulation concentrates on the advertiser and agency executives who perform the media-buying function.

*Media/scope* is the only magazine that concentrates on ideas, methods, and techniques directly related to media selection.

In its short lifetime, *Media/scope* has attracted the most efficiently concentrated magazine audience ever known to advertising. It chooses its audience and delivers effective circulation far beyond the capacity of publications about advertising in general, or vertical publications about facets of radio or any other single medium.

The people who decide where dollars will be invested—in time or space or both—get *Media/scope*. You compete with other media as well as other stations for advertising dollars. Doesn't it make good sense to reach the people who decide which media will be used?

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Los Angeles, Calif. 90057  
387-4388

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# THE RADIO REPRESENTATIVE

sells these fine stations in the top 100 markets  
... individually or in the **ata** Group Plan:

Listed in order of national-regional spot radio market billings as reported by the FCC.

<u>Rank</u>		<u>Rank</u>	
3	KGBS Los Angeles	47	KOCY Oklahoma City
6	WEXL -WOMC Detroit	48	KBUY Fort Worth
9	WCJW Cleveland	54	WTID Norfolk-Newport News
12	WEPP Pittsburgh	56	KPRO Riverside-San Bernardino
14	WMIN Minneapolis	57	KSOP Salt Lake City
15	KIKK Houston	59	KXLY Spokane
16	WEXT Hartford	60	KJOE Shreveport
17	WMIL Milwaukee	61	WGRD Grand Rapids
19	WZIP Cincinnati	63	KXRX San Jose
20	KSND Seattle	64	KUMU Honolulu
22	KOSI Denver	65	WQIK Jacksonville
24	KUDL Kansas City	67	WHLL Wheeling
26	KPCN Dallas	69	WHBC Canton
27	KWJJ Portland	71	WKMF Flint
28	WSHO New Orleans	74	KFDI Wichita
29	WINN Louisville	80	KVOD Albuquerque
30	KGMS Sacramento	82	KEWI Topeka
34	WAVI Dayton	86	KOKE Austin
37	WNYR Rochester	90	KTRM Beaumont-Port Arthur
39	WYOU Tampa	91	WMGY Montgomery
41	KBER San Antonio	92	WRBC Jackson
42	KUPD Phoenix	93	WMOC Chattanooga
44	WOLF Syracuse	95	KPMC Bakersfield
46	KOZN Omaha	97	KGUD Santa Barbara

Take advantage of **ata**'s complete research data and sales history in these major markets

## Alan Torbet Associates, Inc.

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DENVER  
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PORTLAND  
(503) 228-7284

SEATTLE  
(206) 682-3377

## TOP 100 MARKETS ... BY REGION AND STATE

## NEW ENGLAND STATES

CONNECTICUT ..... Bridgeport  
Hartford  
New Haven

MASSACHUSETTS .... Boston  
Springfield-Holyoke  
Worcester

RHODE ISLAND ..... Providence-Pawtucket

## MIDDLE ATLANTIC STATES

NEW JERSEY ..... Trenton  
NEW YORK ..... Albany-Schenectady-Troy  
Binghamton  
Buffalo  
New York  
Rochester  
Syracuse  
Utica-Rome

PENNSYLVANIA ..... Allentown-Easton-Bethlehem  
Harrisburg  
Lancaster  
Philadelphia  
Pittsburgh  
Wilkes-Barre-Hazleton  
York

## EAST NORTH CENTRAL STATES

ILLINOIS ..... Chicago  
Peoria

INDIANA ..... Indianapolis  
South Bend

MICHIGAN ..... Detroit  
Flint  
Grand Rapids  
Lansing

OHIO ..... Akron  
Canton  
Cincinnati  
Cleveland  
Columbus  
Dayton  
Toledo  
Youngstown

WISCONSIN ..... Milwaukee

## WEST NORTH CENTRAL STATES

IOWA ..... Davenport-Rock Island-Moline, Ill.  
Des Moines

KANSAS ..... Wichita

MINNESOTA ..... Duluth-Superior, Wisc.  
Minneapolis-St. Paul

MISSOURI ..... Kansas City  
St. Louis

NEBRASKA ..... Omaha

## SOUTH ATLANTIC STATES

DELAWARE ..... Wilmington

DIST. OF COLUMBIA . Washington, D.C.

## SOUTH ATLANTIC STATES (Cont.)

FLORIDA ..... Fort Lauderdale-Hollywood  
Jacksonville  
Miami  
Orlando  
Tampa-St. Petersburg

GEORGIA ..... Atlanta

MARYLAND ..... Baltimore

NORTH CAROLINA ... Charlotte

SOUTH CAROLINA ... Charleston  
Columbia  
Greenville

VIRGINIA ..... Norfolk-Portsmouth  
Richmond

## EAST SOUTH CENTRAL STATES

ALABAMA ..... Birmingham  
Mobile

KENTUCKY ..... Louisville

TENNESSEE ..... Chattanooga  
Knoxville  
Memphis  
Nashville

## WEST SOUTH CENTRAL STATES

ARKANSAS ..... Little Rock-North Little Rock

LOUISIANA ..... New Orleans  
Shreveport

OKLAHOMA ..... Oklahoma City  
Tulsa

TEXAS ..... Beaumont-Port Arthur  
Corpus Christi  
Dallas  
El Paso  
Fort Worth  
Houston  
San Antonio

## MOUNTAIN STATES

ARIZONA ..... Phoenix  
Tucson

COLORADO ..... Denver

NEW MEXICO ..... Albuquerque

UTAH ..... Salt Lake City

## PACIFIC STATES

CALIFORNIA ..... Bakersfield  
Fresno  
Los Angeles-Long Beach  
Oxnard-Ventura  
Sacramento  
San Bernardino-Riverside-Ontario  
San Diego  
San Francisco-Oakland  
San Jose

HAWAII ..... Honolulu

OREGON ..... Portland

WASHINGTON ..... Seattle-Everett  
Spokane  
Tacoma



# MEDIA Decisions

4 East 53rd Street, New York 10022, PL 2 1785

## MEMORANDUM

April 1, 1968

TO: Sales Staff

FROM: Jerry Koffler

RE: Progress Report (December Publisher's Statement)

---

In discussing our December 1967 Publisher's Statement please note the following as compared with the June 1967 Statement.

1. Total qualified circulation up from 10,907 to 15,018; all audited copies up from 12,869 to 17,349.
2. Of all qualified circulation, 90.2% goes to advertisers and agencies. Last statement it was 89.5%.
3. Agency total up from 6336 to 7874
  - ( a ) media personnel up from 2383 to 3031
  - ( b ) account executives up from 2521 to 3685
4. Advertiser total up from 3427 to 5672
  - ( a ) Ad managers up from 932 to 1380
  - ( b ) Marketing, product, and sales managers up from 1122 to 1787

You can assure your prospects and current advertisers that efforts to increase and improve qualitatively are continuing. The increase will represent genuine sales opportunities to our advertisers. Our circulation policy continues to be as before. Advertiser and agency recipients must be involved ( 1 ) in national or regional advertising, ( 2 ) in media decisions.

Please be sure to remind your prospects that we're the most economical buy in the field, that our rates give them a big bonus since they're calculated far below the circulation we now deliver.

## TERMS AND ABBREVIATIONS

**Metropolitan area designation:** The metropolitan area appears immediately above the station call letters. Where it is shown in brackets, as . . . Inkster, Mich. (Detroit) . . . the station is licensed in the city indicated, but has coverage in the bracketed metropolitan area.

**Type (refers to program type):** Stations were asked to identify each program and the "overall" station type in accordance with the following generic categories.

**Pop.-Stand.** (Popular-Standard music) . . . emphasis on current hits excluding rock-n-roll with some standards.

**Stand.-Pop.** (Standard-Popular music) . . . emphasis on standards with some current hits excluding rock-n-roll.

**Stand.** (Standard music) . . . current or stock versions of standards.

**Contemp.** (Contemporary music) . . . mostly rock-n-roll.

**R & B** (Rhythm and blues music) . . . mostly Negro-oriented "soul" music.

**Contemp.-Pop.** (Contemporary-Popular music) . . . rock-n-roll and other current hits, emphasis rock-n-roll.

**Pop.-Contemp.** (Popular-Contemporary music) . . . approximately equal mixture of rock-n-roll and other current hits.

**Album** . . . mostly music of a subdued nature, lush orchestral and instrumental.

**Show & Movie Music**

**Jazz Music**

**Classical Music**

**Country & Western Music** (Modern usually indicated as **Modern Country Music**).

**Ethnic** . . . usually identified by ethnic type.

**Talk - Int.-Disc.** (Interview and/or discussion program)

**Talk - Tel.-Part.** (Telephone participation by audience)

**Talk-Serv.** (A service program such as farm programming, swap shop, health or beauty, exercise, etc.)

**Talk - Info.** (Other than news, sports or above categories)

**Religious**

**Drama**

The format, of course, affords the stations opportunity to further define their program types through explanation or through examples of musical selections.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives



# AKRON

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

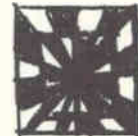
All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE		DAYTIME		AFTERNOON DRIVE		EVENING		NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WAKR	6	45.	6-10a	32.	10-3p	40.	3-7p	21.	7-12m		80%	50%	5%	10%
	12	40.		29.		35.		18.						
	18			26.		30.		17.						
	24			23.				15.						
WCUE	6	18.	6-9:30a	13.	9:30-3p	18.	3-7p	13.	7-9p	8. 9-6a	80%	60%		
	12	17.		12.		17.		12.		7.				
	18	16.		11.		16.		11.		6.				
	24			10.				10.						
	36			9.				9.						
WHIO	6	28.	6-----3p			32.	3-9p	22.	9-Off		80%	60%	5%	10%
	12	27.				30.		20.						
	18	25.				28.		19.						
	24	22.				26.		18.						
	30							16.50						
WSIR	6	34.	6-10a	27.	10-3p	34.	3-7p	19.	9-----6a		80%	50%		
	12	33.		26.		33.		18.						
	18	32.		25.		32.		17.						
	24	31.		24.		31.		16.						

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1590 kc  
5,000 w

-2-

Akron, Ohio

**WAKR**

McGavren-Guild-PGW

Group One

RAB

Indep.  
1150 kc  
1,000 w day  
500 w night

Akron, Ohio

**WCUE**

John C. Butler

RAB

AM	PROGRAM	TYPE	COMMENTS
5	JERRY MUNDAY SHOW	Pop.-Contemp.	Recent addition to the WAKR "All Americans."
6	JERRY HEALEY SHOW	Pop.-Contemp.	Jerry recently joined the WAKR team as the 6-10 AM All American. He is a veteran of Chicago radio having done both DJ work and a great amount of sports coverage. His television show "Golf With Sam Snead" just finished its second network run on ABC and now goes into syndication.
7			
8			
9			
10	JACK RYAN SHOW	Pop.-Contemp.	Jolly Jack is the radio veteran on the WAKR personality staff now in his 11th year in the 10-2 time period. Mr. Music has been charming as well as selling the housewives for over a decade. Jack's radio career now covers 18 years.
11			
N			
1			
2	TERRY WOOD SHOW	Pop.-Contemp.	Terry Wood came to WAKR from Chicago radio in 1964. He left the air in 1966 to become WAKR's Program Director and has once again resumed his air career in this time period. Personal appearances plus the many day to day contacts with people as P.D. make him the best known personality in Akron radio.
3			
4			
5			
6	EVENING NEWS	Talk	News-Sports; Information
7	TONY JAY SHOW	Contemp.	A fast paced teen oriented personality. Clever but not talky. Features a top ten countdown every Friday night.
8			
9			
10			
11	OLDIES BUT GOODIES SHOW	Contemp.	Music in this show is all from 1960 to as recent as 6 months ago.
M			
OVERALL TYPE		Pop.-Contemp.	

5:05 am Agricultural News; 5 min. news on the hour; 2 min. news on the half-hour; 5 regular daily sportscasts. Cleveland Indians Baseball; Akron University Basketball. WAKR boasts greater news staff than any other station has 'On The Air', a total of 10 men. With 4 Mobile News Units & a flying News Patrol, they are far and away the station tuned to for daily info. each individual must have to be a participating community member. Total of 48 news-casts aired in 24 hrs...late happenings every half-hour.

AM	PROGRAM	TYPE	COMMENTS
5	RALEIGH IN THE MORNING	Stand.-Pop.	Raleigh wakes up the Akron area with lots of good music, time, temperature, and traffic reports. 7:30-8:15 Newscope Morning Edition...Akron's most complete news information block, includes local commentary, helicopter traffic reports, sports, etc.
6			
7			
8			
9			
10	CHICK WATKINS SHOW	Stand.-Pop.	A mixture of bright music. Standards designed for mid-day listening.  Newscopie Noon Edition. Only news block at noon. Stocks, weather, commentary.
11			
N			
1	FRANK McHALE SHOW	Stand.-Pop.	Music with bright sound for drive time delivered by one of Akron's best, Frank McHale. At 4:30 the WCUE Trafficopter joins Frank with traffic reports.
2			
3			
4			
5			
6	NEWSCOPE	Talk-News	Newscopie Evening Edition.
7	TOM WENDALL SHOW	Stand.-Pop.	Easy listening for early evening. Mostly music... very little conversation.
8			
9			
10			
11			
M	MUSIC UNLIMITED	Stand.	Late night good music.
OVERALL TYPE		Standard - Popular	

WCUE's wonderful music is carefully selected and is a pattern of old standards, lush, happy instrumentals, and popular vocals. Rock 'n Roll is expressly prohibited. All records are carefully screened by music and program directors. Their selections are placed in the station library. Careful attention is given to tempo, bright for drive times, soft at night, etc.

Indep.  
640 kc  
1,000 w

Akron, Ohio

**WHLO**

NAB RAB

Robert Eastman

AM	PROGRAM	TYPE	COMMENTS
5			
6	CARL DAY	Contemp.	Carl, a radio and TV vet of 12 yrs. blends quick wit and topical comments. An actor, writer, and director, Carl co-starred in a new American International film. Our newest "Good Guy" brings versatility to the early morning slot.
7			
8			
9	JOHNNY ANDREWS	Contemp.	The "Old Smoothie" they call Johnny in WHLO-land! The show has lots of music plus that all-important WHLO solid foundation of service and information. This is second nature to Johnny. His interest in the WHLO coverage area is tremendous.
10			
11			
N	JOE CUNNINGHAM	Contemp.	The Dean of WHLO-land personalities, Joe carries the ratings with his dynamic manner and charm. Always in demand for personal appearances, Joe is the bright lunch time companion of many faithful listeners in Northeast Ohio.
1			
2			
3	DON STEELE	Contemp.	No imitations around for Don's special appeal to the WHLO-land youth. A fast moving show with current music sprinkled with teen information and appeal. Don joined WHLO in 1967.
4			
5			
6			
7	BOBBY KNIGHT	Contemp.	A former chart topper in the Washington, D.C. market, Bobby brings to Northeast Ohio a proven working knowledge of the current music world with the established WHLO sound.
8			
9			
10			
11			
M			

OVERALL TYPE Contemporary

News at :55. News Headlines at :25. 15 min. news 7:45am. News Dir. Steve Fullerton, a vet of 13 yrs. was in Wash. D.C. for the Civil Rights March of 1963, and for the 4 days of the John F. Kennedy funeral. Covered State Govt. operations in Harrisburg, Pa. and predicted on a national wire service that Gov. Scranton would become a candidate for the Republican nomination 2 months ahead of any other reporter. Years of service in Akron/Canton have made Steve an intimate of the people who make Northeastern Ohio go. Inner offices open to his knock. That's one reason WHLO gets the story straight.

Indep.  
1350 kc  
5,000 w

-3-

Akron, Ohio

**WSLR**

NAB RAB

Katz

AM	PROGRAM	TYPE	COMMENTS
5	ROADRUNNER SHOW (from midnight) Gene Bond	C & W	News, weather and sports on the hour and half hour. Loyal followers all night.
6	JAY DRENNAN SHOW	C & W	The "Jaybird" began his impressive radio career in 1944 in Tucumcari, N.M. A professional singer, an able magician, an excellent guitarist, an accomplished actor and a smooth emcee, he has become one of the nation's most sought after C&W announcer. Jay has been an integral part of WSLR since 1966.
7			
8			
9			
10	BOB HEYDEN SHOW	C & W	"Bachelor" Bob Heyden is the ideal choice in Whistler's entertainment schedule for the housewife set. Canton-born, Bob got his start in broadcasting while still in high school. Following his hitch in the Navy, where he maintained the shipboard radio station, Bob returned to the Canton airwaves. With WSLR Radio since 1965, Bob also finds time to fill the position of the station's Music Director.
11			
N			
1			
2			
3	KEN SPECK SHOW	C & W	For 3 successive yrs. Bill-board has reported that Ken's program is the dominant country influence in Cleveland, Akron and Canton. Conducted his own "Nashville Sound" band at Kent St. Univ. where he was educated.
4			
5			
6	WHISTLER COUNTRY CLASSICS	C & W	Great country hits of alltime Old-new-greatest artists
7	BEST OF THE GRAND OLE OPRY	C & W	Grand Ole Opry greatest show, featuring recording of "live" performances. WSLR exclusive.
8	THE WORLD TOMORROW	Relig.	
	REV. BILL DENTON	Relig.	
9	KATHRYN KUHLMAN	Relig.	
10	PAT CANNON SHOW	C & W	Born in Detroit and educated in Warren, Pat Cannon is a vet of some 7 yrs. in C&W radio. Since joining the stellar staff at WSLR Radio in 1965, Pat has developed a loyal following by soft sell.
11			
M	ROADRUNNER SHOW Gene Bond	C & W	Gene had his own country music band and managed the largest C&W entertainment spot in M.

OVERALL TYPE Country and Western

Cleveland Browns football, Ohio State football, American Golf Classic, World Series of Golf, American Soap Box Derby, FBA Tournament.

Mixture of Country Music, strong sir personalities, professional football, college football and exclusive religious broadcasts attract a diverse, extremely loyal, unduplicated audience for WSLR in N/E Ohio.

# ALBANY-SCHEN-TROY

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WEEB	6	17. 6:30-9a	13. 9-4p	17. 4-7p	13. 7-Off		Drive - \$3 Other - \$2	50%		
	12	15.	11. 6-6:30a	15.	11.					
	18	13.	10.	13.	10.					
	24	11.	9.	11.	9.					
	36	9.	7.	9.	7.					
WGY	12	57. 7-10a	48. 10-3p	52. 3-7p	29. 7-5:45a		See Card		See Card	
	15	54.	45. 5:45-7a	50.	27.					
	20	51.	43.	47.	26.					
	25	48.	40.	44.	24.					
	30	45.	38.	41.	23.					
WHAZ	15	6.50 All periods					5.25 4.50		5%	10%
	30	5.50								
WOKO	10	18. 7-11a	13. 11-3p	16. 3-7p	13. 7-1a		-\$4.50		10%	15%
	15	17.	12.	15.	12.					
	20	16.	11.	14.	11.					
	30	15.	10.	13.	10.					
	40	14.	9.	12.	9.					
WPTR	6	39. 6-10a	36. 10-4p	39. 4-8p	27. 8-12m		75%	50%		10%
	12	36.	33.	36.	25.					
	18	32.	28.	32.	22.					
	24	30.	26.	30.	20.					
WROW	6	35. 6-9:30a	30. 9:30-3:30p	35. 3:30-7p	30. 7-10p	22. 10-6a	80%	60%		8%
	12	32.	28.	32.	28.	21.				
	18	31.	27.	31.	27.	20.				
	24	30.	26.	30.	26.	19.				
WTRY	12	32. 6-10a	27. 10-3p	32. 3-7p	20. 10-12m	12. 12-5a	80%	65%	4%	8%
	18	31.	26. 7-10p	31.	19.					
	24	30.	25.	30.	18.					

For just **\*\$45** you can have your own copy of the **1968 RADIO PROGRAMMING PROFILE** . . . including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.

Indep.  
1300 kc  
5,000 w

Albany, N.Y.  
**WEEE**

NBC Affil.  
810 kc  
50,000 w

-5-

Schenectady, N. Y.  
**WGY**

Ralph Meeker

NAB

Henry I. Christal

Gen'l. Electric Bdtg.

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	BOB BACON SHOW	C & W	Breezy, happy morning show with aud. participation. Features road reports, traffic, sports, news, school closings, airport reports, weather and info. of interest to the wake-up audience. A good generally appealing show.
7			
8			
9			
10	BARRY FRANK SHOW	C & W	Large number of women listeners attracted by a unique approach. Audience participation with housewives attracted by special promotions.
11			
N			
1			
2			
3	MARK ROGERS SHOW	C & W	Rolling home type show carrying the listeners home from work. General information with audience participation.
4			
5			
6			
7			
8			
9			5:30am to local sunset
10			
11			
M			

OVERALL TYPE

Country & Western

3 min. news at :15 & :45  
1 min. sports at :25  
1 min. weather report at :05 and :35.

AM	PROGRAM	TYPE	COMMENTS
5	AFTER HOURS	Pop. - Stand.	
6	THE CHANTICLEER Don Tuttle	Pop. - Stand. Serv.	Don Tuttle brings a blend of homespun philosophy, interviews, crop prices & weather reports from around the state.
7	BREAKFAST WITH BILL	Pop. - Stand.	Listening to Bill twice each day is a powerful habit among Northeastern New Yorkers & Western New Englanders. Bill's titillating tunes & quick quips have become the area's most popular companions.
8			
9			
10	THE HARRY DOWNIE SHOW	Pop. - Stand.	Harry joins the ladies for that second cup of coffee & enlivens the air with wit.
11	MANTHA BROOKS	Talk	New trends in decorating--View of the world.
N	FARM PAPER OF THE AIR-D. Tuttle	Talk Serv.	Serves the needs not only of the large agricultural comm. but backyard gardeners.
1	THE BILL EDWARDSSEN SHOW	Pop. - Stand.	"Big Bill" returns with his time-tested recipe for attracting listeners - bright music - interviews with "Show Biz" personalities - well laced with humor.
2			
3	THE HARRY DOWNIE SHOW	Pop. - Stand.	On his afternoon stanzs, Harry sets the perfect pace for afternoon activities with the bright sound of current music and engaging chatter.
4			
5			
6	TALK BLOCK	Talk	News, weather, sports.
7	THE JERRY DUCIE SHOW	Pop. - Stand.	Jerry fills the evening hours from 6:30 'til midnight with that sparkling Ducie wit, and the swinging sounds of popular hits, all calculated to brighten the evening hours.
8			
9			
10			
11			
M	AFTER HOURS (to 5:30 a.m.)	Pop. - Stand.	

OVERALL TYPE

Popular - Standard

New York Mets Baseball. NBC News on the hour. NBC Emphasis.



Indep.  
1330 kc  
1,000 w

-6-

Troy, N.Y.

**WHAZ**

ABC Information Affil.  
1460 kc  
5,000 w

Albany, N.Y.

**WOKO**

Direct

Katz Radio

AM	PROGRAM	TYPE	COMMENTS
5			
6	RELIGIOUS PROGRAMS	Relig.	Syndicated religious broadcasts in 15 min. or half-hour blocks, mixed with Gospel music and community events.
7			
8			
9	WHAT'S GOING ON	News	Capsule-community events.
10	JOHN DOREMUS	Pop. Stand.	Syndicated
11	MUSICAL INTERLUDE	Pop. Stand.	
N	NEWS & LIFELINE	Talk	
1	INTERMEZZO	Pop. Stand.	Good music mixed with some talk, personality-hosted by Dan O'Neil
2			Newsbriefs on the hour.
3	PENTHOUSE SERENADE	Pop. Stand.	Same type as above
4			Newsbriefs on the hour.
5	JOHN DOREMUS SHOW	Pop. Stand.	Drive-time (syndicated)
6	MUSIC BY MAIL	Requests	Dick West hosts this popular listener-request program. (religious oriented)
7			
8	NIGHTWATCH	Relig.	Bill Pierce hosts (Synd.)
9			6am to local sunset
10			
11			
M			
OVERALL TYPE		Popular-standard	

Wire service newsbriefs every hour on the hour, emphasis on local, heavy on sports. WHAZ programs to adults, with an emphasis on religious programs in the early morning and late evening. The rest of the day, WHAZ provides pleasant music and chat, interspersed with newsbriefs and weather checks.

AM	PROGRAM	TYPE	COMMENTS
5	JIME SOUTHERN All-night SHOW	C & W	All-night show reaches audiences up to Canada. The six wee hours pass easily.
6	THE BIG SARGE COFFEE DRINKIN' PATROL	C & W	The Big Sarge is a Country boy, but as Modern as the Nashville Sound. A career soldier turned personality, he's about the brightest morning man in the field, with humor added to wake "OKO" Country up and atom. Sarge hails from WTID in Tidewater, Virginia and brings morning rations with him. A smile and sincere appeal.
7			
8			
9			
10	DAVE DEWEY SHOW	C & W	Housewives chores are made easier with Dave Dewey as a companion. Helpful hints, modern country style music and an easy delivery make Dave a favorite. Dave is also an accomplished country musician, and entertains in many of the area night spots.
11			
N			
1			
2			
3	THE VOICE OF THE TURTLE RADIO PROGRAM	C & W	The "Turtle" Drives "OKO" Country home everyday, in style. Also known as Glenn C. Lewis, station program director the Turtle makes the show with a brand of humor and style all his own.
4			
5			
6	DICK ELWOOD SHOW	C & W	Young Dick Elwood, a former Country entertainer, entertains OK Country nightly, with an easy style suited for the end of the day chores.
7			
8	THE WORLD TOMORROW		Religion
	NEWS	News	Alex Drier
9	BACK TO THE BIBLE	Religion	
	DICK ELWOOD SHOW	C & W	
10			
	THE WORLD TOMORROW		Religion
11	COUNTRY HALL OF FAME	C & W	An hour of great country classics with Dick Elwood
M	JIM SOUTHERN SHOW	C & W	An all-night treat. A six hour fling of modern Country music and contests.
OVERALL TYPE		Country & Western	

ABC information news on the hour.  
OK information news on the half hour.

Indep.  
1540 kc  
50,000 w

Albany, N.Y.  
**WPTR**

CBS Affil.  
590 kc  
5,000 w day  
1,000 w night

-7-

Albany, N. Y.  
**WROW**

McGavren-Guild-PGW

NAB

Blair

Capital Cities Bcastg

NAB RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	ED DAY SHOW	Contemp.	Easy delivery & service info entertains & informs aud.	5			
6	CHARLIE BROWN SHOW	Contemp.	"Charlie" has been with WPTR for 4 yrs. enjoying large audiences. He has captured the early morning listeners with his quick wit, assorted character voices and creative humor. Music, information and comedy make up the "Charlie Brown Show".	6	MORNINGSONG	Album	Music is lush but bright & generally up-tempo. "Beautiful WROW Music". Smartly paced--familiar standards, show music & pop concert selections--to match the busy morning mood in the Capital District. Artists include Peter Nero, Gordon Jenkins, Henry Mancini, Julie Andrews, Robert Goulet & the Johnny Mann Singers.
7				7			
8				8			
9				9			
10	ROY URBANAS SHOW	Contemp.	"Roy" is a newcomer to WPTR, but not to great Northeast radio listeners. He is a former program director and housewife-oriented personality from an Albany station. Roy's strong voice and warm approach make him a natural for the distaff side of Northeast listeners.	10	ARTHUR GODFREY	Variety	
11				11	ART LINKLETTER	Variety	
N				N	MIDDAY MELODY	Album	Beautiful music, lush, choral vocals. A sparkling variety of the world's best loved music, beautifully arranged & planned to provide accompaniment to everyday activities...artists such as Morton Gould, Andre Kostelanetz, Ferrante & Teischer, Ray Charles Singers.
1				1			
2	BOOM BOOM BRANNIGAN SHOW	Contemp.	For the past 8 yrs. the #1 radio personality in the great Northeast. His good humor, excellent music balance and overall sense of showmanship contribute to his ability to consistently deliver the largest audiences. He is in constant demand for personal appearances, MCing chores, etc.	2			
3				3	SERENADE IN THE AFTERNOON	Album	Bright, lush instrumentals & selected vocals. Sparkling highly orchestrated & well-loved melodies...matching the sounds of afternoon in the tri-cities, then pacing itself to the mood of the homeward-bound commuter.
4				4			
5				5			
6	TOM SHOVAN SHOW	Contemp.	"The world's largest DJ" came to WPTR from WPOP, Hartford in the fall of 1966. His following makes itself heard via long distance and local calls which flood the station switchboard nightly...calls from 7 states in the U.S., plus Canada, Newfoundland, Nova Scotia and Greenland.	6	CANDLELIGHT SERENADE	Album	Instrumental & vocal favorites scheduled especially for the early evening hours. News Block - 6:35 - 7:35. Dimension - Walter Cronkite, Alexander Kendrick, Lowell Thomas; Sports Time; CBS & Local News; CBS Evening report; Worldwide Sports; Dimension with Harry Reasoner.
7				7			
8				8			
9				9	NIGHTWATCH	Album	Subdued instrumentals & selected vocals, music for late evening enjoyment... artists include Ray Conniff, Montovani, Hollywood Strings, Frank Chakesfield, Knightsbridge Strings, Nat Cole, The 3 Suns & the Ralph Hunter Choir.
10	WILD CHILD SHOW	Contemp.	Wild Child joined WPTR this yr. He comes from Topeka, Kansas (#1 ratings in 3 different time slots). Rapid fire dialogue & speedy wild track drop-ins plus perfect sense of timing make exciting listening.	10			
11				11			
M				M			

OVERALL TYPE Contemporary

OVERALL TYPE Album

WPTR Editorials 5 times daily. Using a long and varied music playlist, WPTR programs POPULAR music...that most desired by the greatest number of people. A newly expanded news staff brings 4 county news coverage emphasis

CBS News & Feature Programs - Local News broadcast direct from the city room of the Albany Times Union. Many short local features of cultural, romantic & historical flavor. "Beautiful Music" format, while conservative, is programmed so as not to sound like background music. Full-time music director. Music is scheduled in quarter hour segments. Commercials are clustered, produced with music.

Indep.  
980 kc  
5,000 w

-8-

Troy, N.Y.

**WTRY**

Robert Eastman

WAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM & HOME SHOW	Service	Cornell University
6	BOB CONNELL SHOW	Contemp.	<u>NEWS:</u> On the hour, 24 hours, 7 days. On half hour at 7:30 and 8:30 AM.
7			
8			<u>WEATHER:</u> U.S. Weather Bureau Official Wire at
9	MIKE MITCHELL SHOW	Contemp.	:20 and :35 after, and 10 minutes before the hour (:50)
10			
11			<u>EVENTS CALENDARS:</u> Special community events and entertainment schedules at :50.
N	JAY CLARK SHOW	Contemp.	<u>SPECIAL INTEREST TOPICS:</u> WTRY handling of topical interest, such as editorials, man-on-the-street interviews, etc. at :40.
1			
2			
3	JIM BROWN SHOW	Contemp.	<u>QUESTION MAN:</u> Taped comments on question of the day at :40, 12 times daily (every other hour) seven days a week.
4			
5			
6			
7	MIKKI MARTIN SHOW	Contemp.	<u>EXTENSION HOME ECONOMIST:</u> Mary K. Crooker "Doorways to Better Living" 5:25 am, 9:40 am, 10:40 am and 11:40 am seven days a week -- one minute vignette
8			
9			
10			
11			
M	RONNIE KNIGHT ( to 5 am)	Contemp.	
	OVERALL TYPE	Contemporary	

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# ALBUQUERQUE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.		
KABQ	5	9.50	All periods				75%	50%				
	10	9.										
	15	8.50										
	20	8.										
	25	7.50										
	30	7.										
KARA *	13	5.35	All periods				3.75	2.35				
	26	5.20										
	52	5.										
	104	4.75										
	260	4.										
	520	3.										
KDEF	10	6.	All periods				-\$1	-\$3				
	20	5.75										
	40	5.50										
	50	5.25										
KGGH	6	15.	6-10a	11.	10-4p	15.	4-7p	7.	7-----6a	80%		10%
	12	14.		10.		14.						
	18	13.		9.		13.						
	24	12.		8.		12.						
KOB	5	20.	6-10a	16.	10-12n	20.	4-7p	-\$2	10%	15%		
	10	17.50		13.	1-4p	17.50	12-1p					
	15	16.50		12.50	5:30-6a	16.50						
	20	15.50		12.		15.50						
	25			11.50								
	30	14.50		11.		14.50						
40	13.50		10.50		13.50							
KQBO	25	6-9a	29.	9-4p	23.	4-7p	19.	7-12m	80%	50%	4%	5%
	12	22.	18.		22.							
	18	21.	17.		21.							
KRZY	6	10.	6-9a	9.	9-4p	10.	4-7p	6.	7-----6a	See Card	5%	10%
	12	8.50		7.50		8.50						
	18	7.50		6.50		7.50						
	24	6.50		5.50		6.50						

Indep.  
1350 kc  
5,000 w

-10-

Albuquerque, N. M.

**KABQ**

Indep.  
1310 kc  
1,000 w

Albuquerque, N. M.

**KARA**

Savalli/Gates

NAB RAB

Hal Walton

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5				5	BEAUTIFUL MUSIC	Stand. Pop.	
6	YOUR TIME KEEPER	Ethnic		6			
7	Baldo de Los Santos	(Span.)		7	RELIGION	Relig.	
8				8			
9	MONDRAGON SHOW Phil Martinez	Ethnic (Span.)	9:30 - 10:00 Novela 10:00 - 11:00 Mayor of Yale Blvd.	9	SPANISH MUSIC	Ethnic Span. Stand. Pop.	Spanish music and Spanish D. J.
10				10			
11				11			
N				N	SPANISH MUSIC	Ethnic Span. Stand. Pop.	Spanish music and Spanish D. J.
1	FIESTA RANCHERA	Ethnic	1:00 - 2:00 Swap Shop of the Air	1			
2	Jose Andrade	(Span.)		2			
3	TEEN TIME Bill Madrid	Ethnic (Span.)		3			
4				4			
5				5			
6	SUPPER CLUB	Ethnic	7:30 - 8:00 The Rosary	6			5 a.m. to local sunset
7	Baldo de Los Santos	(Span.)		7			
8	NOCHECITAS ALEGRES	Ethnic		8			
9	Benny Herrera	(Span.)		9			
10				10			
11				11			
M				M			
OVERALL TYPE Ethnic (Spanish)				OVERALL TYPE Ethnic - Spanish - Stand.- Pop			

News at :55

News :55 - Headlines on the half-hour - weather at  
:15 & :45  
Popular Spanish vocalists and lush orchestras throughout  
the day. A minimum of announcer chit-chat.  
Full Spanish programming.

Indep.  
1150 kc  
5,000 w

Albuquerque, N.M.  
**KDEF**

CBS Affil.  
610 kc  
5,000 w

-11-

Albuquerque, N.M.  
**KGGM**

H-R		RAB NAB	
AM	PROGRAM	TYPE	COMMENTS
5	JIMMY PAUL SHOW	Pop. Stand.	Jimmy does the all night show...11 yrs. in Alb.
6	THE JOHN LANIGAN SHOW	Pop. Stand. Album	John's comedy is aimed at everything that is happening both in Albuquerque and everywhere else. More record artists call here than anywhere else in Albuquerque Radio.
7			
8			
9			
10	THE PAUL BRITT SHOW	Pop. Stand. Album	Paul is Albuquerque's best known radio personality...with 16 yrs. in Albuquerque radio. The lady of the house has known Paul as "the housewives best friend" for many years.
11			
N			
1			
2	THE DENNIS DAYER SHOW	Pop. Stand. Album	For the tired driving home group Dennis has an ability to liven up a crowd...along with traffic conditions, news and sports.
3			
4			
5			
6	THE FRANK CODY SHOW	Pop. Stand. Album	Frank has the college crowd in the Dukes City every night because he's a part of them. With music for lovers from ten to midnight...he has the most romantic following in town. Frank knows night people.
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-standard & Album	

KDEF News broadcasts five minutes of news every thirty minutes...with four ten minute newscasts a day. KDEF is also the home of all UMN sports events. KDEF News is headed by 11 yr. vet. Jim Hinton. KDEF Sports is headed by Detroit's former top sportscaster Gene Osborn.

Avery-Knodel		RAB NAB	
AM	PROGRAM	TYPE	COMMENTS
5	ON TO DAWN Joe Spring	Stand.	
6	CLOCKWATCHER Tom Barsant	Stand.	
7	TOTAL INFORMATION	Talk-News	Jack Houston - Bob Smith - Ben Caine - Tom Barsant
8			
9	JOE PYNE	Int.Disc.	
	BREAKFAST CLUB	Variety	
10	ARTHUR GODFREY	Variety	
11	HOUSE PARTY	Variety	Art Linkletter
	MUSIC BREAK	Stand.	
N	TOTAL INFORMATION	Talk-News	
1	CHARLIE BROWN	Stand.	
2			
3	AT YOUR SERVICE	Talk-Int. Disc.	
4	TOTAL INFORMATION	News	
	JOE PYNE	Int.Disc.	
5	TOTAL INFORMATION	Talk-News	News - Education - Sports news & Stock Market. Jack Houston - Bob Smith
6	NEWS & SPORTS	News	
	WORLD TOMORROW	Talk	
7	THE J.P. SHOW Jimmy Paul	Stand.	
8			
9			
10			
11			
M			
OVERALL TYPE		Talk - Standard	

NBC Affil  
770 kc  
50,000 w

-12-

Albuquerque, N. M.

**KOB**

Indep.  
920 kc  
1,000 w day  
500 w night

Albuquerque, N.M.

**KQEO**

Petry Hubbard Station NAB RAB

Robert Eastman NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	HOLIDAY INN NIGHTTIME	Album	Dolly Holiday for easy all-night listening.
	TOWN & COUNTRY	Serv.	Farm & Market Reports, Farm Weather Info.
6	THE TOM DUNN SHOW	Album	Music and patter in the Tom Dunn manner creates an easy to listen to, great-way-to-start-the-day show.
7		Stand.	
		Pop.	
10	THE REX MUNGER SHOW	Stand.	The delightful Rex Munger keeps the talk casual & the music bright. Aimed at the lady of the house, with emphasis on easy-to-fix recipes & household tips sent in by listeners.
		Pop.	
		Album	
N	NEWS & WEATHER w/ M. Roberts-F. Joyce	Talk	Mike Roberts - Frank Joyce
	THE HIGH NOON	Talk	Ken Dunnagan:controver.topic
1	THE GENE PETERSON SHOW	Album	Relaxed chatter & good music for the afternoon hours. Accent on humor & what's going on!
2		Pop.	
		Stand.	
4	THE JOHNNY HYATT SHOW	Pop. -	The "Bumper-to-Bumper Bash" for the goin' home crowd. Bright, bright sound with emphasis on on-the-spot traffic reports & weather information.
5		Stand.	
		Album	
8	THE TOM RUTHERFORD SHOW	Pop. -	A young, "now" sound with great appeal to the affluent young adult group. Special feature on the show - Campus Notes, stresses information on university news & events from all the colleges in this area.
		Stand.	
		Album	
M	HOLIDAY INN NIGHTTIME	Album	Dolly Holiday-non-participating all nite.
OVERALL TYPE		Album - Standard - Popular	

NBC Network News on the hour (5 min.) - 5 min. local newscast on the half hour - 1 min. of local headlines following NBC Network News on the hour.  
KOB news staff is the largest in this market. Full-time reporters, mobile news cars equipped with two-way radios, UPI/AP wire services.

AM	PROGRAM	TYPE	COMMENTS
5	LANNY MINTZ SHOW	Contemp.	Music show, some C & W. Emphasis on agricultural news throughout the show.
6	TONY DE LANEY	Contemp.	Heavy emphasis on weather, and other items of interest to the commuter. Sprinkling of country and western in early morning, leaning to teens and motorists in later portion of the show.
7			
9	MICHAEL YOUNG	Contemp.	Music softens to have more direct housewife appeal. Housewife participation contests on telephone, continuous weather emphasis.
10			
N	CARL BELL	Contemp.	Essentially same music balance as 9:00 - 12 N segment, public service features of general interest, lost and found pet service, continued weather emphasis and, in season, emphasis is also put on sports reports.
1			
2			
3	DON LINCOLN	Contemp.	Music beamed to teen segment and in later portion of the show emphasis on traffic reports. Teen contests aired throughout this segment.
4			
5			
6	CHUCK LOGAN	Contemp.	Essentially the same at 3:00 - 6:00 p.m. segment, with less emphasis on traffic, but continued emphasis on sports and lost and found pet service. Heavy teen-age promotions.
7			
M	LANNY MINTZ SHOW	Contemp.	Dedications made throughout-listeners phone in, are taped & played back (to 6am)
OVERALL TYPE		Contemporary	

News at :25 - (also 6:55 and 7:55 a.m.). Mobile reports are aired twenty-four hours around the clock as news developments occur.  
Basically a rock 'n roll, but not a screamer. Lean to young adult and adult audience.

ABC Affil.  
1450 kc  
250 w

-13-

Albuquerque, N. Mexico

**KRZY**

Adam Young

AM	PROGRAM	TYPE	COMMENTS
5	DANA BOWLEY SHOW (from Mid)	C & W	Strictly Country & Western Programming.
6	BOB LEE SHOW	C & W	
7			
8			
9			
10	DAVE KIRBY SHOW	C & W	
11			
N			
1			
2	MIKE YOUNG SHOW	C & W	
3			
4			
5			
6	JOHN ROSS SHOW	C & W	
7			
8			
9			
10			
11			
M	DANA BOWLEY SHOW (to 6 am)	C & W	
OVERALL TYPE		Country & Western	

SHOULDN'T YOU HAVE

YOUR OWN COPY

OF THE

1968

RADIO PROGRAMMING

PROFILE?

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# ALLEN-EAST-BETH

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WABE	6	24. 6-9a	20. 9-4p	24. 4-7p	18. 7-----6a		Drive - \$6	50%	5%	10%
	12	23.	19.	23.	17.		Day - 5			
	18	22.	18.	22.	16.		Oth - 4			
	24		17.		15.					
WCRV *	13	7.75 All periods					6.75	5.75		
	Freq. 26	7.50					6.50	5.50		
	Rates 52	7.25					6.25	5.25		
	104	7.					6.	5.		
	156	6.75					5.75	4.75		
	260	6.50					5.50	4.50		
	312	6.25					5.25	4.25		
500	6.					4.50	3.			
WEEK	6	11. 6-9a	9. 9-4p	11. 4-7p	9. 7-1a		80%	50%	10%	20%
	12	10.	8.	10.	8. 5-6a					
	18	9.50	7.50	9.50	7.50					
	24	9.	7.	9.	7.					
WEST	6	14. 6:30-10	10. 10-4p	11. 4-7p	10. 7-1:30a		80%	50%		
	12	13.	9.	10.	9. 5-6:30a					
	18	12.	8.	9.	8.					
	24	11.	7.	8.	7.					
	30	10.	6.	7.	6.					
WHOL *	13	8.50 All periods								
	Freq. 26	8.								
	Rates 52	7.50								
	104	7.								
	156	6.50								
	260	6.								
312	5.75									
WKAP	6	17. 6-10a	14. 10-3p	17. 3-7p	11. 7-12m		75%	50%		10%
	12	16.	13.	16.	10.					
	18	15.	12.	15.	9.					
	24	14.	11.	14.	8.					
	36	12.	10.	12.	7.					

Indep.  
790 kc  
1,000 w

Allentown, Pa.  
**WAEB**

Indep.  
1580 kc  
500 w

-15-

Washington, N.J.  
(Allentown, Pa.)  
**WCRV**

McGavren-Guild-PGW

NAB RAB

Direct

NAB

AM	PROGRAM	TYPE	COMMENTS
5	ALL NITE BEAT Gary LeVine	Contemp.	Gary programs all-night show as he would daytime shift. It works too! Features.
6	CLOCKWATCHER Jay Sands	Contemp.	From the moment Jay opens the mike he entertains, informs and sells. He keeps his audience interested by constantly adding new material, which takes his complete time segment out of the DJ and into the personality category. Jay is a very popular personality.
10	TOAST AND COFFEE Ernie Stiegler	Contemp.	Ask a housewife...she knows Ernie Stiegler, ask the man of the house...he knows Ernie too. Ernie is a down-to-earth guy on & off mike, commanding a devoted & responsive audience.
1	HITS FOR THE MRS. Gene Kaye	Contemp.	Gene Kaye is a magnetic personality who is as professional as they come. Whether it's soft sell, hard sell or adlib, Gene's versatility comes through with a sincerity that can't be matched in Lehigh Valley.
3	DISCAPADES Joe McLaine	Contemp.	Joe McLaine!...the man with a few voices - not a thousand - but oh, how he makes those few come through. Joe's normal voice is clear & pleasant, with a quality of difference that distinguishes him as a true personality.
6	DISCAPADES PART II Gene Kaye	Contemp.	
7	PAGING THE STARS Jeff Dean	Contemp.	
11	COMMENT Ray Mulligan	Talk Tel. Part.	"Thought Provoking", "Timely", "Informative", "Educational"! some of the words used to describe "Comment"

AM	PROGRAM	TYPE	COMMENTS
5			
7	GOOD MORNING SHOW Bill Fitzgibbons	Stand.- Pop.	Bright and lively... news, weather, time checks, road condition.
8			
9	IRENE SMITH SHOW	Talk	Woman's chit-chat, guests, etc
10	BUD CLIFFORD SHOW	Pop.- Stand.	Good pop and easy listening music... chit-chat.
11	SWAP SHOP	Talk	Sell, awsp and trade show.
N	LUNCHEON MELODIES	Pop.- Stand.	Easy to listen to and bouncy.
1	MELODY RANCH	Stand.	Big band music from the 40's, 50's and 60's.
2	SOUND OF MUSIC Paul La Fever	Pop.- Stand.	Pop contemporary (no rock 'n roll). Show tunes and standards.
3			
4			
5	ROAD SHOW	Pop.- Stand.	Time checks, weather and news... road conditions.
6	EVENING SERENADE	Album & Show	Good easy to listen to music, albums and show.
7			Sunrise to local sunset.
8			
9			
10			
11			

OVERALL TYPE Contemporary

OVERALL TYPE Popular-Standard

News at :55 - News Roundups 8 a.m., 12 M., 6 p.m.  
Weather at :30 - Sports at :00.  
Whenever and wherever news is being made locally...you'll find the WAEB Newsmobile...the only transmitter equipped newsmobile in the area. Worldwide, Nationwide & State-wide, WAEB News obtains on-the-spot "beep phone" reports from cooperating radio stations. WAEB has one of few flying studios on Eastern Seaboard.

15 min. news at 7am, 8am, 9am, 12:30pm, 4pm, 5pm.  
Summaries at :30. 5 min. news every other hour on the hr.  
Feature local news... bulletin board of local happenings every hour on the half hour following news headlines.  
Farm extension programs 12:10-12:15 Mon. thru Sat.

News, sports, Play-by-Play football and basketball... with MOR to easy listening format.



Indep.  
1230 kc  
1,000w day  
250w night

-16-

Easton, Pa.

**WEEX**

NBC Affil.  
1400 kc  
1,000 w day  
250 w night

Easton, Pa.  
(Allentown)

**WEST**

Adam Young

Maeker

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	NED FLEMING SHOW	Pop.-Stand.	8-8:10 - Dave Reynolds news
6			
7			
8			
9	RICK SHAW SHOW	Pop.-Stand.	12-12:10 - Dave Reynolds news
10			
11			
N	JIM LLOYD SHOW	Pop.-Contemp.	
1			
2			
3			
4	JAY EDWARDS SHOW	Contemp.	
5			
6	CONCEPT - NEWS	News	Wally Shook and Tony Dagget.
7	JAY EDWARDS SHOW	Contemp.	
8	MICK HAGERTY SHOW	Contemp.	
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	YAWN PATROL	Pop.-Stand.	
6			
7			
8			
9	PEGGY LYNN SHOW	Talk-Tel. Part.	Telephone give-away show with some music and a great deal of information and services. Swap Shop. Peggy Lynn with WEST since 1936.
10			
11	JOE PRENTICE SHOW	Pop.-Stand.	
N	NEWS BLOCK	Talk	
1	VOICE OF THE PEOPLE	Talk-Tel. Part.	
2	TED WIEDER SHOW	Pop.-Stand.	
3			
4			
5	VOICE OF THE PEOPLE	Talk-Tel. Part.	
6			
7	NEWS BLOCK	Talk-News	
8	NIGHTBEAT	Pop.-Stand.	
9			
10			
11			
M			

OVERALL TYPE Pop.-Stand. AM Contemp. PM

OVERALL TYPE Talk - Popular-Standard

News - 5 min. on the hour. 3 min. on the half-hour.  
Sport - 2 min. at :33  
Play-by-play football and basketball. News originates from studio at Easton Daily Express. Dave Reynolds, News Director. AP-UPI-UPI Audio. 25 full-time reporters, 300 stringers. Permanent news offices in Stroudsburg, Banger (Pa.) Washington and Flemington (N.J.)

News at :25 and :55  
6:45 am Joe Garagiola Sports  
7:45 am World News Roundup  
NBC Emphasis  
4:30 pm David Brinkley Reports



CBS Affil.  
1600 kc  
500 w

Allentown, Pa.  
**WHOL**

Indep.  
1320 kc  
1,000w night  
5,000w day

-17-

Allentown, Pa.  
**WKAP**

Pro Time Sales

H-R

Rahall Group

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	JIM HERBERT SHOW	C & W	
7			
8			
9	CBS RADIO	Variety	Arthur Godfrey Time
10			House Party - Art Linkletter
11	TOM DAVIS SHOW	C & W	
N			
1	CARL STUART SHOW	C & W	
2			
3	KEN MEINHART SHOW	C & W	
4			
5	JOE TIMMER SHOW	Ethnic (Polka)	
6	NEWS BLOCK	Talk-News	
7	KEN MEINHART SHOW	C & W	
8			
9			Sign-off at local sunset
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	MORNING MAYOR Joe Vargo	Pop.-Stand.	Music, news, weather, time, agricultural information.
6	TWO ON SUNNYSIDE Psul Galgon Dopey Duncsn	Pop.-Stand.	Perfect way to start the day. A progrsm made up of every-thing. A humorous approsch to that time of day when most everybody is grouchy. Dopey Duncsn, an unmatched wit with his straight man Psul Galgon. Humor - music - news - weather time features.
7			
8			
9	LES BAER	Pop.-Stand.	A professionsl musician who adds polish to what is more than just an ordinary record show. He begins with tele- phone csll-in discussion of many things, follows with humor, music, time, news, etc
10			
11	TWO ON SUNNYSIDE Psul Gslgon Dopey Duncsn	Pop.-Stand.	Galgon snd Duncsn return for more fun.
N			
1	OPEN MIKE Bob Grayson	Tslk-Tel.Part.	The grand-dsd of telephone csll-in shows. From early 50s
2	MUSIC MUSIC MUSIC	Pop.-Stand.	Music, music, and more music. The more the better. Westher, news, sports, time, ideas for the home, etc. But music.
3	JEFF DEAN SHOW	Pop.-Stand.	A personslity, with zip for the afternoon drsg.
4			
5	LES BAER	Pop.-Stand.	Emphasis on music snd sports, plus news, westher, time, etc. Les adds flsvor with his own singing.
6			
7	JOE PYNE CHARLES WEAVER	Tslk-Int.Disc.	Syndicated guest interview show. It's tslk that has them tslking.
8	JEFF DEAN SHOW	Pop.-Stand.	Music, news, time, weather, sports, surprises snd fun for everyone.
9			
10	OPEN MIKE Bob Grayson	Tslk-Tel.Psrt.	A telephone csll-in dis- cussion program with the emphasis on special guests. News-Sports insert from 10:45 to 11pm.
11			
M			

OVERALL TYPE Country & Western

OVERALL TYPE Pop.-Standard

News on the Hour. Headlines on the hslf-hour (in AM drivetime). Sports - 4:40-4:45pm, 5:40-5:45pm. 6:15 Auto Racing News (pm). 10:45pm Jimmy Fidler.

Our programming is designed to be entertaining snd informative.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

## **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# ATLANTA

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.				
WAOK	6	24.	6-10a	18.	10-4p	24.	4-8p	18.	8-12m	12-5a	80%	50%	- \$2	Drive - \$4 Other - \$3
	12	22.		16.	5-6a	22.		16.		50% of Drive				
	18	20.		15.		20.		15.						
	24	18.		14.		18.		14.						
	30	16.		12.		16.		12.						
WERD	6	12.	All periods										- \$2	- \$3
	12	11.												
	18	10.												
	24	9.												
WGST	6	28.	6-10a	24.	10-3p	28.	3-7p	16.	7-1a		75%	50%		10%
	12	26.		22.	6-7p	26.		14.						
	18	24.		20.		24.		13.						
	24	22.		18.		22.		12.						
	30	20.		16.		20.		10.						
WIGO	6	20.	6-10a	17.	10-3p	20.	3-7p	17.	7-12m		80%	60%	10%	15%
	12	18.50		15.50	5-6a	18.50		15.50						
	18	17.		14.		17.		14.						
	24	15.50		12.50		15.50		12.50						
	30	14.		11.		14.		11.						
WIIN	5	20.	All periods								75%	50%	- \$3	- \$4
	10	19.												
	15	18.												
	20	17.												
	25	16.												
	35	15.												
	50	14.												
WPLO	6	51.	6-10a	43.	10-3p	51.	3-7p	38.	7-10p		80%	50%	10%	15%
	12	50.		41.		50.		36.						
	18	48.		39.		48.		34.						
	24	46.		37.		46.		32.						
	30	44.		35.		44.		30.						
	36	42.		33.		42.		28.						
WQXI	12	51.	6-9a	39.	9-3p	48.	3-7p	45.	7-11p	21.	11-1a		3%	6%
	18	48.		37.		46.		43.		19.	5-6a			
	24	46.		35.		44.		41.		18.				
WSB	6	81.	6-10a	61.	10-3:30p	70.	3:30-7:30	61.	7:30-9p	33.	9-5a	See Card	See Card	
	12	79.		59.	5-6a	68.		59.		30.				
	18	76.		58.		65.		58.		29.				
	24	72.		57.		62.		57.		28.				

Indep.  
1380 kc  
5,000 w

-20-

Atlanta, Ga.  
**W A O K**

Indep.  
860 kc  
1,000 w

Atlanta, Georgia  
**W E R D**

McGavren-Guild-PGW Capitol Station RAB WAB				Greener, Hiken, Sears			
AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	BREAK-A-DAY GOSPEL - Esmond Patterson	Gospel	Gospel music. Weather, time checks, news on the half-hr. From 4 am.	5	THE GLORY ROAD	Gospel	Gospel music - weather - time - temperature - traffic - all on "Top 40" type format.
6	WAKE UP ATLANTA	R & B	Lively broadcast featuring listener requests, pop and R & B mixed with news on the half-hour, frequent time and temperature reports and contests designed for morning listening.	6			
7	Bob McKee			7			
8				8			
9	THE BURKE JOHNSON SHOW	R & B	Burke gives the housewife a chance to relax with her second cup of coffee, keeps her informed about news of the community, brightens her life with the latest R & B music. Has fun with the W A O K brand of FUN "N" GAMES. News on the half-hour.	9			
10				10	THE RIVER JORDAN	Gospel	Gospel music - time - temperature, etc. on "Top 40" type format.
11				11			
N				N			
1	THE JERRY THOMPSON SHOW	R & B	The "Parrot" starts build- ing to up-tempo for the teens and the college stu- dent wanting to relax after a hard days school work. Local high school, college, regional sports reports from three man sports team. News on the half-hour, time and temper- ature reports frequently.	1			
2				2			
3				3	THE GOLDEN CHARIOTT	Gospel	Gospel music on "Top 40" type format.
4				4			
5	THE "DEMON" SHOW	R & B	Up-tempo takes over W A O K throughout the afternoon, as the "DEMON" welcomes the traveler - he coordi- nates traffic reports for the man and woman on their way home from work. Con- tinues with the sports reports - as well as news on the half-hour.	5			
6	Dave Crawford			6			
7				7			Sunrise to local sunset
8				8			
9	DREAM GIRL	R & B	The "Queen of Soul" takes over nighttime Atlanta with her own brand of FUN "N" GAMES.	9			
10	Zilla Mays			10			
11				11			
M				M			
<b>OVERALL TYPE</b> Rhythm & Blues - Gospel				<b>OVERALL TYPE</b> "Top 40" Gospel			

Programming is aimed at the vast Negro audience of metro Atlanta. Five-man news staff plus three-man sports department. Editorials are daily features 7 times daily. News every hour on the half-hour. Sports news is featured seven times daily. At least every station break features an item of interest to the community. Programming leans toward R&B with liberal block interspersing of gospel where needed. Strong emphasis is made on local community efforts. All designed to reach young adult and adult buying audience.

5 min. news on the hour - National & International.  
1 min. Human Interest story at :15  
2 min. Community News at :30  
  
Strictly adult audience.  
America's first Negro owned & operated radio station.

MBS Affil.  
920 kc  
5,000 w

Atlanta, Ga.  
**WGST**

Indep.  
1340 kc  
1,000w day  
250w night

-21-

Atlanta, Ga.  
**WIGO**

Blair NAB RAB

Bernard Howard NAB

AM	PROGRAM	TYPE	COMMENTS
5	BOB WALSH	Pop.-Stand.	Bright morning personality with bright music...weather and news (25 & 55)
6			
7			
8			
9			
10	LARRY O'BRIEN	Pop.-Stand.	Congenial and friendly personality entertains with up-tempo music and listenable fun. Weather and News (25 & 55)
11			
N			
1			
2	HOWARD HUNTER	Pop.-Stand.	Big voice...Big Sound. Bright and lively patter and going-home music.  5:00-5:05 & 6:30-6:40 Al Ciraldo Sports.  Weather & News (25 & 55)
3			
4			
5			
6			
7	JOHNNY MURRAY	Pop.-Stand.	Atlanta's only "TRUE" night-time personality. John's music is lively and light and so are his comments.  Weather & News (25 & 55)
8			
9			
10			
11			
M			
OVERALL TYPE		Pop.-Standard	

AM	PROGRAM	TYPE	COMMENTS
5	RICK UPSHAW	R&B-JAZZ	from midnight
6	BOB "Skin 'n Bonea" JONES	R & B	Mixed teens and young adults Dedications.
7			
8			
9			
10	JOHNNY "Jive Master" PERSONS	R & B	Musical company for the housewife. Johnny is great company for this group and is in constant demand for record hops - emcee for shows, etc.
11			
N			
1			
2			
3	PAUL "Sir Raggedy" FLAGG	R & B	The Knight of the Turntable. Paul is an Atlanta boy and is a very popular personality with the young and old. An ex-marine, he stands 6 feet 3 ins. tall and weighs 250 pounds and it's all "soul".
4			
5			
6			
7	JAMES "Romeo" ROWE	R & B	James is a newcomer to the Atlanta scene but is really tearing 'em up, as his ratings show. He is a very popular jock with the teenagers and young adults.
8			
9			
10			
11			
M	RICK UPSHAW	R & B Jazz	Until 5:30am.
OVERALL TYPE		R & B	

Local news at :25 & :55  
Weather on the half-hour and hour.

Adult programming - The 'Peach' of Atlanta

Met. Opera - Georgia Tech basketball - football - Auto Races (in season).

Super Sound Radio.  
Mobil news coverage.  
Total involvement  
Community activities.

Indep.  
970 kc  
5,000 w

-22-

Atlanta, Georgia

**WIIN**

Indep.  
590 kc  
5,000 w

Atlanta, Ga.

**WPLO**

Meeker		NAB RAB	
AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	THE WONDERFUL WORLD OF MUSIC	Stand. Pop.	The best in standard and popular music - tastefully laced with frequent news, weather, sports, and time checks.  8:15 Arnold Palmer Golf Tips 11:30 Stock Market Reports  Weekends - The Great Outdoors
8			
9			
10			
11			
N	THE JOE PYNE SHOW	Talk-Int. Disc.	Interesting and provocative interviews conducted by America's top interviewer.
1			
2	THE WONDERFUL WORLD OF MUSIC	Stand. Pop.	The Wonderful World of Music continues interspersed with news, weather, and sports..plus air traffic reports in PM Drive Time.  Stock Market Reports - 1:00, 4:30 and 5:00 pm Arnold Palmer Golf Tips - 5:30 PM  The accent is on MUSIC.
3			
4			
5			
6			
	THE JOE PYNE SHOW	Talk	Masterful interviews.
7	THE WONDERFUL WORLD OF MUSIC	Stand. Pop.	The WIINning combination of music, news and weather continues until the close of the broadcast day.
8			
9			Sign-off at sunset
10			
11			
M			
OVERALL TYPE		Standard-Popular	

Five minute newscasts on the hour and half-hour.  
6:30-9:00 am and 4:00 - 7:00 pm  
9:00 am to 4:00 pm five minute news on the hour and headlines on the half-hour.  
Entire format directed to adult audience. 'Wonderful World of Music' is both trademark and constant endeavor.  
New York Philharmonic is carried in season.

Stone		Plough Station		NAB RAB	
AM	PROGRAM	TYPE	COMMENTS		
5	PERRY WHELESS (from midnight)	C & W	Perry rounds out the 24 hr. sound of WPLO spinning C&W music for the wee-brs.crowd.		
6					
7	JOHN FOX	C & W	To say that John Fox has a well-rounded background is an understatement. John has run the gamut of air jobs from news to symphony music, including a liberal sprinkling of C&W experience through the years.		
8					
9					
10	JOHNNY MANN	C & W	Johnny captures the housewife audience with his quick wit and tips-for-living. A native New Yorker, he's found his home in Atlanta.		
11					
N	RICK FIGHT	C & W	Rick can become at least 35 different personalities at the switch of a mike. He has a special talent for mimicry that is invaluable in the production studios of WPLO.		
1					
2					
3	MAC CURTIS	C & W	The Foreman of the Western Gentlemen, Mac represents a lifetime and career in the field of Country & Western. An artist in his own right, Mac records on Epic and has a background of successful records. Artist, writer, Program Director, DeeJay, this "Long, Tall Texan" is a proven success.		
4					
5					
6					
7	JOHNNY "K"	C & W	The name of "Johnny K" is synonymous with C&W sound in the Atlanta area. Before joining the "Western Gentlemen" at WPLO, Johnny was Program Director of WRJH, a C&W outlet in East Point, a suburb of Atlanta. He was foreman and emcee of Atlanta's popular C&W show, the Flying Fiddler's Jamboree, and acted as host to shows staged in East Point and at the Atlanta Municipal Auditorium.		
8					
9					
10					
11					
M	PERRY WHELESS (to 6am)	C & W	Perry's background is Country Music.		
OVERALL TYPE		Country & Western			

News at :55. Headlines at :30. Sports at :45. Market Report at 11:55am in News segment. Traffic Reports 4 times each hour during traffic times.  
WPLO's "Western Gentlemen" personalities. Music Policy: Program Dir. supervises and selects C&W music of the day, with well known artists. Music is balanced with male, female and instrumental music carefully planned.



Indep.  
790 kc  
5,000w day  
1,000w night

Atlanta, Ga.  
**WQXI**

NBC Affil.  
750 kc  
50,000 w

-23-

Atlanta, Ga.  
**WSB**

Robert E. Eastman

NAB RAB

Edward Petry

Cox Broadcasting

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	GARY GRANGER (from midnight)	Pop. Contemp.	A real pro and his great following proves it. A plus factor in our great ratings.
6	STU COLLINS	Pop. Contemp.	One of radio's brightest, nuttiest young funny men. Stu is young at 27, yet a vet of 9 yrs. He runs a fast paced, almost "kooky" show which has resulted in tremendous local impact. News headlines every 10 minutes.
7			
8			
9	BARRY CHASE	Pop. Contemp.	Barry's smooth and friendly approach to his audience has made him a top choice of the housewives. He's got the gals, the college gang and all the rest. One of the best mid-day men in the country.
10			
11			
N	BOB BOLTON	Pop. Contemp.	A recent addition to the Quixie staff from WBBQ, Augusta where he maintained #1 ratings for 5yrs. in the afternoon-traffic slot. At 22, Bob has an amazing 9 yrs in broadcasting and is a true "pro". Deep, mature voice a sure winner.
1			
2			
3	BOB HARPER	Pop. Contemp.	Bob is perhaps one of the funniest, friendliest and most humanly believable personalities in the country. A real vet. He has worked afternoon traffic and early evening at Quixie's sister-station, WSAI-Cincinnati, & early evening at WKNR-Detroit
4			
5			
6	KRIS STEVENS	Pop. Contemp.	Kris has "set the town on fire" with his warm personality, fast moving humor and entertaining patter. He has the younger audience swooning and the older audience captivated. #1 rated, of course. If a radio is on from 6-9, you can bet it's on Kris.
7			
8			
9	JIM JEFFRIES	Pop. Contemp.	A vet of comedy who writes his own material. Show is loaded with a laugh-a-minute and plenty of Atlanta's most popular music. Jim has an interesting unique style that lends perfectly to his humorous dialogue. A late evening favorite to thousands
10			
11			
M	GARY GRANGER (to 6am)	Pop. Contemp.	Smooth, yet bright. A friend and companion to a city that never rests. Tel.Part.

OVERALL TYPE Popular-contemporary

When it comes to news, WQXI leads the way with its 10-man news team, 4 mobile units and the most modern news reporting equipment available today. The news team is led by a man many people consider the brightest young radio news director in the country today, Bob Neal. Sports Director Jack Hurst keeps Atlantans well informed with happenings in the World of Sports. Jack's a local product and has a vast background including Georgia Tech Sports. He is also the Voice of the Atlanta Falcons.

AM	PROGRAM	TYPE	COMMENTS
5	DIXIE FARM & HOME HOUR	Talk-Serv.	John Moore reports from Extension Service, Athens, Ga. Weather, tips, etc.
6	WSB MERRY-GO-ROUND	Pop.-Stand.	Van Camp, a 25 yr. vet. caters to the needs of Atlanta & Georgia citizens getting ready to start the working day. Three major 15 min. newscasts. Traffic reports from mobile units and WSB Skycopter.
7	Bob Van Camp		
8			
9	SOUND-OFF Dave Kirschner	Talk-Tel. Part.	Audience sounds off on timely topics on the air. interspersed with music.
10	CONTACT Dave Kirschner Pat Anderson	Talk-Tel. Part.	Pat Anderson, WSB Radio Women's Editor conducts Q&A quiz. Dave is music host.
11	POP CALL Dave Kirschner	Pop.-Stand.	Interesting personalities drop by and pay a "pop call". Varied guests.
N	PEACHTREE PLOWBOY	Talk-Serv	WSB News Staff & B. Bartley
	BACK TO THE BIBLE	Relig.	
1	METRO Bruce Bartley	Pop.-Stand.	WSB's show on the go. Bruce Bartley covers the headlines, harmony & happenings of metro Atlanta. Human interest vignettes. Music.
2			
3	WSB BEAVER PATROL	Pop.-Stand.	WSB's service to the home-ward bound worker. News, sports, traffic reports from mobile units and the WSB Skycopter backed by a blend of popular and standard music.
4	Dave Kirschner		
5			
6	NEWS - SPORTS	Talk-News	Bruce Bartley-News; Phil Schaefer - Sports
7	MUSIC TIME Bruce Bartley	Pop.-Stand.	A relaxful atmosphere set to music for dinnertime.
8	CARNIVAL Jim Howell	Pop.-Stand.	Bright music, fun & aud. contests plus review of new music.
9	NIGHTBEAT Jim Howell	Pop.-Stand.	The news, music, voices, the gaiety, the life of a great city, reported by roving news staff with Ruben in slot. Winner of numerous awards.
10			
11	NEWS - SPORTS	Talk-News	Don Baird-News-Schaefer-Sp.
	750 CLUB	Pop.Std.	Ron Ruben - NBC Emphasis
M	THE CLOCKWATCHER John Doolittle	Pop.-Stand.	Music, news, sports for night-people.

OVERALL TYPE Popular-standard

NBC News on the hour; WSB local news on half-hour. 15-min. newscasts, 7, 7:45am, 6, 11pm. NBC Emphasis - 12:25, 1:15, 2:30, 3:45, 11:40 & 11:50pm. Earl Nightingale - Our Changing World 10:15am; Pro & Con - 2:15 & 6:20pm & 2:30am Viewpoint-Sunday 2:30am, 10:15am, 2:15pm & 7:15pm; Chet Huntley Report - 8:55pm; David Brinkley Reports 9:05pm; Schaefer on Sports 4:45pm; Atlanta Braves Baseball 162 games; Univ. of Ga. football & Key Bowl Games; Univ. of Ga. basketball; World Series; key H.S. sporting events. 14 man news staff. Skycopter and mobile units. Winner of most major awards.

*A New Service for Advertisers from*

# **McGAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**McGAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives



# BAKERSFIELD

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KAFY	6	23. 6-10a	20. 10-3p	23. 3-7p	20. 7-10p	15. 10-12m	80%	50%	4%	8%
	12	20.	17.	20.	17.	14.				
	18	18.	15.	18.	15.	13.				
KBIS	6	7. 6-9a	6. 9-3p	7. 3-6p	6. 6-8p	5. 8-12m	80%	50%	10%	
	12	6.50	5.50	6.50	5.50	4.50				
	18	6.	5.	6.	5.	4.				
	24	5.50	4.50	5.50	4.50	3.50				
	30	5.	4.	5.	4.	3.				
KERJ	5	9. 6:30-8:30	6. 8:30-4:30	9. 4:30-6p	4. 6-12m		70%			
	10	8.	5.50 6-6:30a	8.	3.50					
	15	7.	5.	7.	3.25					
	20	6.	4.50	6.	3.					
	25	5.50	4.	5.50	2.75					
	30	5.	3.75	5.	2.50					
	40	4.50	3.50	4.50	2.25					
	50	4.	3.25	4.	2.					
KGEF	5	7. 7-9:30a	5.50 9:30-4p	7. 4-7p	3.50 7-----7a		75%	50%	10%	15%
	10	6.50	5.	6.50	3.25					
	20	6.	4.50	6.	3.					
	30	5.50	4.	5.50	2.75					
	40	5.	3.50	5.	2.50					
KLYD	5	6.50 6-9a	5. 9-4p	6.50 4-7p			See Card		7 1/2%	15%
	10	6.	4.75	6.						
	15	5.50	4.50	5.50						
	30	4.50	3.50	4.50						
KFMC	10	6. 6-10a	4.75 10-4p	6. 4-7p	4.75 7-----6a		75%	50%	-75%	-\$1
	20	5.50	4.25	5.50	4.25					
	30	5.	3.75	5.	3.75					
KUZZ	5	6.50 ROS					5.50	4. (15-sec)		
	10	6.					5.	3.75		
	20	5.50					4.50	3.50		
	30	5.					4.	3.		
	40	4.50					3.50	2.50		
KWAC	5	6.			7-11p	After 11p	4.50	3.50		
	10	5.75			20% disc.	50% disc.	4.30	3.25		
	15	5.50					4.15	3.10		
	20	5.25					4.10	3.		
	25	5.					4.	2.90		

Indep.  
550 kc  
1,000 w

-26-

Bakersfield, Calif.

**KAFY**

CBS Affil.  
970 kc  
1,000 w

Bakersfield, Calif.

**KBIS**

Robert Eastman

RAB

Raymer

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS								
5	JEFFERSON STONE SHOW (from midnight)	Contemp.		5											
6	GARY R. FULLER SHOW	Contemp.	KAFY News, Sports, Weather at :15 and :45.	6	AL NEALAN SHOW	Pop.-Contemp.	Al Nealan handles the morning time slot and has an impressive commercial radio background. He's been with KBIS for two years.								
7				7											
8			Currently popular music... only contemporary station in the area.	8											
9				9											
10	DICK DIAMOND SHOW	Contemp.	Pick Hits (five weekly); Million Seller (three per hour). Station Program Director controls all music selection; Play list of 55 records selected from National Music surveys, local record store surveys and phone requests.	10	ARTHUR GODFREY TIME	Variety									
11				11	SAM STEWART SHOW	Pop.-Contemp.	TALENT Program Director Sam Stewart doubles as copy and production manager in addition to other responsibilities. He's been with KBIS for four years and is on the air from 11am to 2pm.								
12				12											
1				1											
2				2	JAY LANG SHOW	Pop.-Contemp.	Jay Lang, a special writer for sports interviews on television stations in Los Angeles, joined the KBIS staff in 1965.								
3				3											
4	BOB WILSON SHOW	Contemp.		4											
5				5											
6				6											
7	JERRY CLIFTON SHOW	Contemp.		7	NEWS	Talk	World Tonight/World Sports								
8				8	DON HOWARD SHOW	Pop. Contemp.	Don Howard is a former musician with a smooth, mature and enthusiastic sell and presentation. He has been with KBIS for the past four years.								
9				9											
10				10											
11				11											
M	JEFFERSON STONE SHOW (to 6am)	Contemp.		M											
OVERALL TYPE				Contemporary				OVERALL TYPE				Popular-contemporary			

California Angeles baseball  
Los Angeles Rams - UCLA football  
Laker's basketball  
CBS News on the hour  
CBS Dimension on the half-hour  
Sports Reports - 7:15am, 8:10am, 12:10pm, 6:10pm  
Local News at 6:55am, 12N, 6:55pm

MBS Affil  
1410 kc  
1,000 w

Bakersfield, Calif

**KERN**

NBC Affil.  
1230 kc  
1,000w day  
250w night

-27-

Bakersfield, Calif.

**KGEE**

Avery-Knodel

NAB

Bernard Howard

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	JACK FROST	Pop. - Stand.	
7			
8			
9			
10	BOB STALEY	Pop. - Stand.	
11			
N			
1			
2	MONTY MONTGOMERY	Pop. - Stand.	
3			
4			
5	KERN INFORMATION '68	News Info	5 min. Mutual news, 25 min. World Today, 5 min. local news, Karen Stanley, F. Lewis.
6	NORM DAVIS	Pop. - Stand.	
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	SPANISH	Ethnic	15½ hrs. of Spanish each week. A popular program on KGEE for 7½ yrs. From 4:30 to 7am. Sat. from 4:30 to 7:30am.
6			
7	KGEE NEWS REPORT	Talk-News	NBC and local news, weather and sports.
8			
9	COLLECTORS CORNER Ross Adkins	Stand. Service	A feature for 6 yrs. - music of 30's and 40's. Telephone swap and sell.
	EMPHASIS KERN COUNTY	Talk	Features local people and activities.
10	OPEN LINE Dan Speare	Talk-Int. Disc. Tel. Part.	Highly successful phone, talk show with well informed MC. Guests of national and local importance.
11			
N			
1			
2	PRIVATE LINE Jerry Foust	Talk-Int. Diac.	Jerry Foust is an articulate and well informed communicator. Guests include local and national celebrities. Program is aimed at women, but has large male appeal as well.
3			
4			
5	NEWS BLOCK	Talk-News	4:30 Brinkley 4:55 Huntley 5:30 News of World - an NBC news great.
6	EMPHASIS KERN COUNTY	News Int. Disc.	Features local people and activities.
7	Dex Haymond		
8	MUSIC ALL NIGHT	Pop.-Stand.	Easy listening - modern sounds.  to 4:30 am
9			
10			
11			
M			

OVERALL TYPE Popular - Standard

5 min. news - 10 min. farm news at 6 a.m. sign-on.  
2 min. sports at :15 - 5 min. MBS News at :30 - 5 min. local news at :55. World This Morning - 7 - 7:10 a.m.

KERN's music programming is the same across the day. Almost equal balance of standards and pops. No Rock & roll.

OVERALL TYPE Talk - Pop.-Stand.

NBC News on the Hour 24 hours a day.  
Dodger Baseball.

Indep.  
1350 kc  
1,000 w

-28-

Bakersfield, California

**KLYD**

ABC Affil  
1560 kc  
10,000 w

Bakersfield, Calif.

**KPMC**

McGavren-Guild-PGW

Dellar Station

RAB

Alan Torbet Assocs.

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	DICK ROGERS SHOW	Pop.- Contemp.	KLYD Radio is programming "Contemporary Good Music". We are playing a ratio of new singles, past Rock Hits, versions of Rock Hits, and Standards. The guide lines to our music is simply, "Is it an adult oriented record...if it's a hit or was a hit, and it is adult oriented, we will play it". The older Rock hits that today's adult can identify with are played.
7			
8			
9			
10			We are not just Good Music. We are "Contemporary Good Music". A sound that is familiar and reflects the Good Music taste of 1968.
11	DAN OHSE SHOW	Pop.- Contemp.	
M			
1			We do not break for a block of news and sports. We run three UPI Audio News and sports reports each hour. The content of these reports run 45 to 60 seconds. This method of news enables us to keep our audience informed and also allows us to play a maximum of music.
2			
3	TOM LYNCH SHOW	Pop.- Contemp.	We promote our news as "News when it happens". Our audience knows they can count on KLYD for news when it happens. We don't wait for a once an hour scheduled news to tell them what's happening, nor do we bore them with the same news over and over again. Our news method has been very well accepted.
4			
5			
6			
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-contemporary	

AM	PROGRAM	TYPE	COMMENTS
5			
	GOOD MORNING MUSIC		
6	FARM REPORT	Serv.	Bill Mead
	VOICE OF CALIF. AGRICULTURE	Talk Serv.	Hal Sparks. Sports - weather.
7	NEWS BLOCK	Talk-News Info.	Paul Harvey-News Around the World-Earl Nightingale, Robert St. John
8	BOB RAE SHOW	Stand. Pop.	
9	BREAKFAST CLUB Don McNeill	Variety	
10	BOB RAE SHOW	Stand. Pop.	
11			
N	NET. & LOCAL NEWS	Talk	Paul Harvey
	FARM REPORT	Talk	Bill Mead
1	MYRON J. BENNETT	Talk	
2			
3	ROSS-PECK SHOW	Stand. Pop.	
4			
5	NEWS BLOCK	Talk-News Info.	Joe Harsch-Mkt. Reports-Earl Nightingale-Alex Draier
6	MUSIC BY CANDLELIGHT	Album	
7			
8			
9	NEWS BLOCK	Talk-News Info.	
10	KERN COUNTY COUNTRY TIME	C & W	
11			
M			
OVERALL TYPE		Varied	

Information Network feature at :10. Information Network news hourly on the hour. Entertainment Network news at :30. KPMC provides "Foreground" listening for alert adults -- emphasis on local news and local sports. Commercial content is conversational, convincing.

Indep.  
800 kc  
250 w

Bakersfield, Calif.

**KUZZ**

Adam Young

NAB

Indep.  
1490 kc  
1,000w day  
250w night

-29-

Bakersfield, Calif.

**KWAC**

Savalli/Gates

AM	PROGRAM	TYPE	COMMENTS
5			
6	LARRY DANIELS SHOW	C & W	Our music format is All American Modern Country music.  Local News at :55. Hal Laffoon, News Director.
7			
8			
10	LEE AKERS SHOW	C & W	International and national news at 10:55am, 1:55pm, 2:55pm.
11			
N			
1			KUZZ am operates from local sunrise to sunset.
2	MIKE TYRA SHOW	C & W	KUZZ FM is simulcast during these hours and then continues to operate a full 24 hour day.
3			
4			
5			
6	WALLY WASSEN SHOW	C & W	Local sunrise to sunset
7			
8			
9			
10			
11			
M			

OVERALL TYPE Modern Country & Western

AM	PROGRAM	TYPE	COMMENTS
5	CARLOS ZAPIAIN	Ethnic (Music)	Spanish language
6			
7	MARIA ELENA	Ethnic (Music)	The long standing "Grand Lady" of Spanish language in Bakersfield - longest continuous Spanish speaking program in the area. Over 14 years on the air in Bakersfield.
8			
9			
10	OPEN LINE	Talk	Adult Spanish talk program
11	RAMON GARZA	Ethnic (Span)	
N			
1	KELLEY RAMIREZ	Ethnic (Span)	
2	CARLOS ZAPIAIN	Ethnic (Span)	Includes 30-min. Novella
3			
4			
5			
6	GILBERTO URESTES	Ethnic (Span)	Requests, dedications (Includes 4 sparate 1/4 hour programs, interspersed.
7			
8			
9			
10			
11	LATIN NITELINE Rudy Galecia.	Ethnic (Span)	Rudy Galecia and guests.
M			

OVERALL TYPE Spanish

5 min. news on the hour 24 hours a day. News headlines at :30. Sports & weather at :15. Recorded Novellas, dramas, comedy program, etc. in Spanish. Talk programs. Sunday Religious programming. Location remotes and Fiestas.  
24 hour Spanish language programming.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **R E S E A R C H**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

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America's Foremost Exclusive Radio Station Representatives



# BALTIMORE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
WAYE	5	20.	6:30-9a	18.	9-3:30p	20.	3:30-6:30	18.	6:30-Off	80%	50%	10%	20%		
	10	18.		16.		18.		16.							
	15	16.		14.		16.		14.							
	20	14.		12.		14.		12.							
	25	12.		10.		12.		10.							
	40	10.		8.		10.		8.							
50	8.		6.		8.		6.								
WBAL	6	57.	6-10a	36.	10-4p	57.	4-8p	28.	8-----5a	Drive 100%	50%	7%	6%		
	12	54.		32.	5-6a	54.		25.		Other 80%					
	18			28.				22.							
WBMD	10	16.	All periods						(20-sec)	12.	9.	5%	10%		
	20	15.								11.50	8.50				
	30	14.								11.	8.				
	40	13.								10.50	7.50				
WCAO	6	51.	6-10a	41.	10-3p	51.	3-7p	33.	7-10p	*Freq. 10-6a	80%	50%			
	12	49.		39.		49.		32.		52x 24.					
	18	47.		37.		47.		29.		104x 23.					
	24	45.		35.		45.		27.		156x 22.					
	30	43.		33.		43.		25.		260x 21.					
	36	41.		31.		41.		23.		312x 20.					
											364x 19.				
										520x 18.					
										1040x 17.					
WCEM	6	46.	6-10a	34.	10-3p	36.	3-7p	17.	7-12m	10.	12-6a	80%	50%	10%	
	12	42.		32.		34.		16.							
	18			28.		32.		14.							
	24			26.				13.							
	30			24.				12.							
WEBB	6	14.	6-9a	10x 12.	9-3p	14.	3-6p	10x 12.	6-Off						
	11	13.50		15x 11.50		13.50		15x 11.50		-\$3		-50%	-\$1		
	16	13.		25x 11.		13.		25x 11.							
	21	12.		35x 10.		12.		35x 10.							
				50x 9.				50x 9.							
WFBR	6	34.	6-10a	24.	10-3p	34.	3-7p	17.	8-1a			80%	60%	10%	
	12	32.		23.	7-8p	32.		16.							
	18	30.		22.		30.		15.							
	24			21.				14.							
	30			20.				13.							
WITH	6	24.	6-10a	22.	10-3p	24.	3-7p	18.	7-12m			80%	6-10 80% Other 60%	10%	15%
	12	23.		21.		23.		17.							
	18	22.		20.		22.		16.							
	24	21.		19.		21.		15.							
	30	20.		18.		20.		14.							
WSID	6	13.50	All periods									80%	60%	5%	10%
	12	12.													
	18	11.50													
	24	11.													
	30	10.													
WTOW	6	13.	On-10a	11.	10-3p	13.	3-6p	11.	6-Off			70%	50%	10%	15%
	12	12.		10.		12.		10.							
	18	11.		9.		11.		9.							
	24	10.		8.		10.		8.							
WWIN	6	16.	6-10	13.	10-3p	16.	3-7p	13.	7-12m			80%	75%	Drive -\$1 Other -50%	Drive -\$2 Other -\$1
	12	15.50		12.50		15.50		12.50							
	18	15.		12.		15.		12.							
	24	14.50		11.50		14.50		11.50							
	30	14.		11.		14.		11.							
	54	12.		9.		12.		9.							

CBS and ABC Info. Affil. -32-  
860 kc  
1,000 w

Baltimore, Md.  
**WAYE**

NBC Affil.  
1090 kc  
50,000 w

Baltimore, Md.  
**WBAL**

Gill-Perna

McGavren-Guild-PGW

Hearst Station

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	ALL NEWS	News	All news all the time. As WINS so successfully pioneered "All News" in New York, so has WAYE in Baltimore. International, national, local, regional, sports, weather, time, on-the-spot reports, traffic, business, stock markets and interpretive commentaries programmed in half-hour blocks.
6			
7			
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	TOWN AND COUNTRY <i>Conway Robinson</i>	Talk-Serv.	MC'd by stations Farm Editor - armed with facts - a sense of humor
6	DICK PURTAN	Pop.-Stand.	Dick Purtan, WBAL's zany morning man, has the entire area waking up wacky from 6 - 10.
10	MOLLIE MARTIN SHOW	Pop.-Stand	Food Editor of the News-American - a real pro who knows what the gals want.
11	JACK LACY	Pop.-Stand.	Jack, long approved leader in New York and San Francisco, charms his audience with good music and effective use of occasional telephone calls. Light humor is the keynote here.
2	JAY GRAYSON	Pop.-Stand.	Jay Grayson has been a leading radio and TV personality for 20 years on the Baltimore scene. His ad lib humor is presented in a smooth polished performance that is the envy of show people, and the best-liked entertainment of Baltimoreans at home and on the way home.
6	NEWS & SPORTS	Talk-News	Galen Fromme's news-sports Director Jim West - News American Sports-J.Steadman
7	BILL NEAL SHOW	Pop.-Stand.	Bill's deep rich voice is one of the most beautiful sounds in the business. Whether a commercial message or a bit of philosophy any content is improved when it is given the Bill Neal delivery.
10	HARLEY JAZZ OUT OF BALTIMORE	Jazz	The leading jazz program in this area for many yrs. Most complete collection.
11	HARLEY JAZZ		
M	NIGHTTIME DOLLY HOLIDAY	Stand.	Quiet standard music

OVERALL TYPE News

OVERALL TYPE Pop.-Standard

News is an important part of WBAL, and an 18 man news dept., NBC News, affiliation with the News-American, and years of integrity make it meaningful. Oriole baseball-college basketball and network sports. Metropolitan Opera 10 min. news on the hour, NBC Emphasis on half-hour.

Indep.  
750 kc  
1,000 w

Baltimore, Md.

**WBMD**

Indep.  
600 kc  
5,000 w

-33-

Baltimore, Md.

**WCAO**

Charles Bernard

NAB

Stone

Plough Stations

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	JAMBOREE	C & W	
7			
8			
9	RELIGIOUS PROGRAMMING	Relig.	
10			
11			
N			
1	HYMN TIME	Relig.	
2	JAMBOREE	C & W	
3			
4	HYMN TIME	Relig.	
5	JAMBOREE	C & W	
6			
7			
8			Sunrise to local sunset
9			
10			
11			
M			

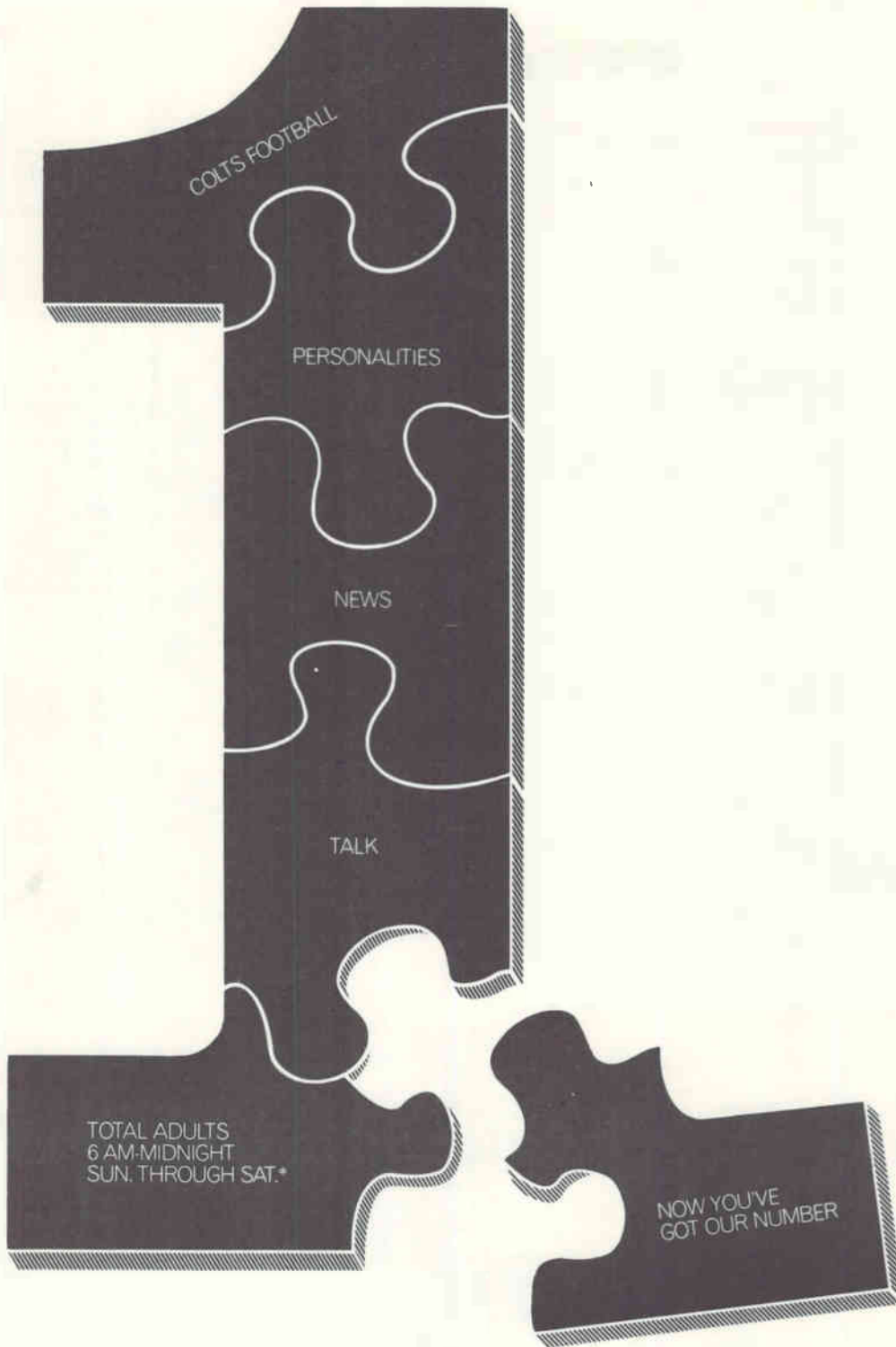
AM	PROGRAM	TYPE	COMMENTS
5	JACK EDWARDS SHOW	Pop.-Contemp.	Jack is an avid student of records and recording artists ... interests audience also.
6	TED JAFFEE SHOW	Pop.-Contemp.	"Versatility" is the word that best summarizes Ted's show. 19 yr. vet of radio & TV, the "Bright-eyed-Silver-tongued "Morning Man". Ted is blessed with a phenomenal memory, ability to read and digest scripts, programs and bulletins in fleeting minutes and convert them into sparkling messages, aided by a golden voice that rests soothingly on listeners ears.
7			
8			
9			
10	GENE CREASY SHOW	Pop.-Contemp.	During the school term, Gene broadcasts school menus - called Classroom 60 (10-10:30) Pounds au Go, Go membership club with prizes for all - big with housewives.
11			
N			
1	ALAN FIELD SHOW	Pop.-Contemp.	Alan is a fine professional pianist who has played with small combos in Germany and Conn. His quiet affable nature bustles along at a pleasing pace which keeps Baltimore housewives happily (often profitably) entertained.
2			
3	PAUL RODGERS SHOW	Pop.-Contemp.	His many followers tune in the afternoon show for the happy sound because this is spontaneous fun and the listeners love it. Paul is much in demand for Record Hops and personal appearances and is in with the "in" crowd.
4			
5			
6			
7	JOHNNY DARK SHOW	Pop.-Contemp.	Aptly named, Johnny Dark brings to his after-hours a pleasing blend of cosmopolitan urbanity and youthful "joie de vivre" which evidently suits Baltimore listeners to a "T".
8			
9			
10			
11			
M	JACK EDWARDS SHOW	Pop.-Contemp.	Jack's audience shares in his interest in writing, painting and water skiing.

OVERALL TYPE Country & Western

OVERALL TYPE Pop.-Contemporary

News every hour at :55. News Headlines every hour at :25. News flashes any time. Stock reports every newscast from 6:30am to 6:55pm.

Music is recorded and selected from the WCAO survey of record sales in Baltimore.



**WCBM/68**

Metromedia Radio in Baltimore  
Represented by Metro Radio Sales

\*ARB-Oct/Nov 1967. Audience data are estimates and subject to qualification as published.

Indep.  
680 kc  
10,000 w day  
5,000 w night

Baltimore, Maryland  
**WCBM**

Indep.  
1360 kc  
5,000 w

-35-

Baltimore, Md.  
**WEBB**

Metro Radio Sales      Metromedia Station      NAB    RAB

Bernard Howard      NAB    RAB

AM	PROGRAM	TYPE	COMMENTS
5	DAVE LINDSAY (from midnight)	Pop.- Stand.	Wide-awake music with Baltimore's liveliest insomniac. Bright sounds for dark hours
6	LEE CASE	Pop.- Stand.	Awaking with Lee Case is as much a Maryland tradition as Chesapeake seafood. Lee's two decades on the air, his awareness of modern music, and his long-time dedication to Baltimore civic and charitable activities have built him a following of all ages.
7			
8			
9			
	DIALING FOR DOLLARS	Tel. Part.	Since 1940, still on, still tops.
10	LARRY WALTON	Pop.- Stand.	Everyone knows Larry as Baltimore's favorite ladies' home companion but his strong masculine humor, his ever-present fishing and hunting stories, plus his exciting bright and bouncy music keeps him on top with men, too. Larry strings all this together with fun features, comments, and games such as his "Wingin' the Weather".
11			
N			
1			
2	MIKE MARCH	Pop.- Stand.	Mike's the station's swinging bachelor, the guy with a different tuxedo for each night of the week. His program moves as fast as his social life, brightening afternoon commuting hours as Mike warms up for the night's fun. The music is blended with Mike's one-liners, stories, voice imitations and regular news, sports and weather reports.
3			
4			
5			
6	JOHN STERLING	Two-Way Radio	Talkative and talked about, John has a three year history of turning Baltimore on. Headline items in world and local issues, free form news, Sterling's in-depth sports knowledge and just plain opinion keeps drivers tuned in.
7			
8			
9			
10	GENE BURNS	Two-Way Radio	Blazing new trails in the lively two-way radio format, Burns sparks headlines and swamps switchboards with his veteran newsman's ear for a story. His dominant adult audience tunes to the real "now" sound--the voice of the people.
11			
M	DAVE LINDSAY (to 6 am)	Pop.- Stand	All night long, the same bright music with sparkling, young Dave Lindsay.

AM	PROGRAM	TYPE	COMMENTS
5			
6	TAL FORREST SHOW	Pop. R & B	Tal is typical of the new breed of radio. Bright lively, exciting, highly identifiable morning air-personalities.
7			
8			
9			
10	LARRY DEAN SHOW	Pop. R & B	Larry Dean is a seasoned radio veteran, who combines knowledge, skill, personality with a crisp personable type of delivery that has a winning way with the housewives.
11			
N			
1			
2	LES ANDERSON	Pop. R & B	Les is a glib, warm, very hip DJ with a unique style and delivery to sell himself and a variety of products and/or services.
3			
4	JERRY BOULDING	Pop. R & B	"Jolly" Jerry is another example of a radio pro who has all the gimmicks and tools of the trade to keep Baltimoreans happy during afternoon drive time.
5			
6			
7			
8			Sign off at sunset
9			
10			
11			
M			

OVERALL TYPE      Popular-Standard

OVERALL TYPE      Popular-Rhythm & Blues

Baltimore Colt football Aug.-Dec.; Charlie Eckman Sports 7:35 am, 5:05, 5:35 pm; Neal Eskridge Sports, 8:35 am; Pimlico Racing, winter and spring meets; largest all-radio news staff in Baltimore; only station with full time legislative reporters; 4 mobile units; exclusive Metromedia news service; AP and UPI service.

News on the hour. Sports - John Mackey, Baltimore Colt All-Pro. Frank Robinson, Baltimore Orioles. 2 min. vignettes at :15 & :45 from 6-9am and 3-6pm. Ernie Boston & Allan Berrig-top two-man news team in Balt. radio. John Mackey-twice-named Balt. all-pro tight-end for the Colts. Sports capsules throughout the day listened to-believed-from a man who is part of the news.  
"Serving the Negro Community through Community Service"



Indep.  
1300 kc  
5,000 w

-36-

Baltimore, Md.  
**WFBR**

Indep.  
1230 kc  
1,000 w days  
250 w nights

Baltimore, Maryland  
**WITH**

Blair

MAB RAB

Robert Eastman

AM	PROGRAM	TYPE	COMMENTS
5	JOE KNIGHT SHOW	Pop.-Stand.	Baltimore's most entertaining morning man, Joe Knight's bright, witty one-liners make him unique in the city. He does voices, comedy and blends the various ingredients of a busy morning show, featuring 3 newsmen, Trafficopter 130, Sports and Business News programs.
6			
7			
8			
9	BIRDWATCHER'S	Talk	Tel. interview with Knight.
10	BILL JAEGER SHOW	Pop.-Stand.	Bill has won a large and loyal women's audience over 9 years. Features Bill's popular movie reviews. He is one of Baltimore's top movie and drama critics.
11			
N	CONFERENCE CALL	Talk	News-discussion of events.
1	BILL JAEGER SHOW	Pop.-Stand.	A large and loyal women's audience for over 9 years.
2	MIKE JAMES SHOW	Pop.-Stand.	Mike's engaging personality brightens the housewife's afternoon hours and keeps the office worker and business man company while they drive home. Trafficopter 130 is a part of his rush hour.
3			
4			
5			
6	WORLD AT 6 Johnny Contino	Talk-News Pop.-Std.	30-min. news, weather, sports Music for early evening.
7	SPORTSLINE WITH RON WEBER	Talk- Sports	Telephone talk show about sports with guests.
8	JOHNNY CONTINO SHOW	Pop.-Stand.	Johnny Contino, Baltimore's brightest night time radio personality. Warm, clever, amusing. Makes you "feel good" listening to him.
9			
10	CONFERENCE CALL	Talk	Rebroadcast of noon program
11	MOONLIGHT IN MARYLAND	Pop.-Stand.	Specially produced lush musical show for late listening.
M	MODERN JAZZ HOUR Mike James	Jazz	Mike James, city's top jazz music authority.
	OVERALL TYPE	Pop.-Standard	

News every 30 minutes. Headlines in "B" and "C" times on the hour, 5 mins. "A" time every 30-minutes. AP, UPI, UPI Audio service. Trafficopter 130, reported by City Traffic Engineers during AM & PM traffic times. Fifteen minute newscasts 8:30am and 11:00pm. City's only 30-min. radio news program at 6:00pm. Full time sports director, Ron Weber on 10 times daily. Music is bright middle of the road, or pop-standard except jazz shows.

AM	PROGRAM	TYPE	COMMENTS
5	THE QUIET HOURS	Album	(from 12 Midnight)
6	SUNRISE SERENADE	Album Show & Movie	A program of bright Broadway show tunes and light pop concerts.
7			
8			
9	SERENADE IN THE MORNING	Album Light Class.	Pop concert, light classics & carefully chosen vocal selections.
10			
11			
N	SERENADE IN THE AFTERNOON	Album Light Class.	Light classics, pop concert and serious vocal selections designed as pleasant accompaniment to everyday activities.
1			
2			
3			
4	LIMELIGHT	Album	The transition between work and playtime is reflected in the selection of music for these early evening hours.
5			
6			
7			
8	GASLIGHT	Album	Music to reflect the restful atmosphere of later evening relaxation.
9			
10			
11			
M	THE QUIET HOURS (to 6 a.m.)	Album	Lush instrumental music interspersed with selected vocals.
	OVERALL TYPE	Album	

5 minutes on half-hour - headlines on hour. Time & temperature frequently given 6 - 9 a.m. Commercials showcased on the quarter hour with musical & brief historical bridges.

"The World of Beautiful Music"



Indep.  
1010 kc  
1,000 w

Baltimore, Md.  
**WSID**

Indep.  
1570 kc  
5,000 w

-37-

Baltimore, Md.  
**WTOW**

UBC

AM	PROGRAM	TYPE	COMMENTS
5	MR. "V" SHOW Vernon Blagmond	R & B	Starts the day with rousing "soul-sound" music. "Vee" has risen to tremendous popularity in the past two years.
6			
7			
8			
9	PAULINE WELLS LEWIS SHOW	Gospel	As one of the best known female personalities on the Eastern Seaboard, Pauline for years has outdrawn her competitors for the Negro Womans market. Ad agencies and local sponsors alike know her show is their best choice to reach the Baltimore market.
10			
11			
N			
1	EDDIE MORRISON SHOW	R & B	Program Director and one of Baltimores "Big Guns" in the Negro Radio Market. Show starts hard, fast & moving and never lets up.
2			
3	MR "V" SHOW	R & B	Back again on the air "V" keeps up the momentum of WSID's hard, fast and moving "soul-sound". Advertisers comments on the high quality of his delivery. Contest & request phone lines are continuously busy on his show. News-sports-aud.part.
4			
5			
6	NIGHT TIME SOUL Kirby Carmichael	R & B	Carries the fireball of excitement into the early evening.
7			
8			
9			
10			
11			
M			
OVERALL TYPE		R & B - Gospel	

News at :15 and :45  
Sports at 4:50pm, 5:25pm (3 mins.)  
Sports notes - in all newscasts when applicable.

"Super Soul Radio"

Mort Basaett

AM	PROGRAM	TYPE	COMMENTS
5			
6	TONY DONALD	Pop.- Stand.	Tony is a tradition in the Baltimore market, having over 30 years tenure in the industry.
7			
8			
9			
10			
11	MUSIC FOR THE VALLEY SET	Pop.- Stand.	Aimed at the housewife. Features music to fit the pattern of her day.
N	OPEN LINE WITH TONY DONALD	Talk- Tel.Part.	
1	MUSIC FOR THE VALLEY SET	Pop. Stand.	Music to fit the pattern of the housewife's day.
2			
3			
4	DICK FOREMAN	Pop.- Stand.	Dick's quick wit mixed with the best music of the day creates great interest.
5			
6			
7			Sunrise to local sunset.
8			
9			
10			
11			
M			
OVERALL TYPE		Pop.-Standard	

5 min. news at :15 Headlines at :45.

WTOW's music features the best of the big bands, interspersed with music of the day.

ABC Affil.  
1400 kc  
1,000 w

-38-

Baltimore, Maryland

**WWIN**

Savalli/Gates

AM	PROGRAM	TYPE	COMMENTS
5	SIR JOHNNY O (from 1 a.m.)	R & B	
6	FAT DADDY SHOW	R & B	Fat Daddy is a phenomenon. His listeners include all age groups at all economic levels because his appeal is so completely different and his delivery so unusual. The original Fat Daddy Show is the hottest and fastest radio program ever. It is a legend in Baltimore Radio since 1960.
7			
8			
9			
10	AL JEFFERSON SHOW	R & B	He is known as the "Desn of Rhythm and Blues" and is a graduate of Fisk University.
11			
N			
1			
2			
3	HOT ROD	R & B	
4			
5			
6			
7	KELSON FISHER SHOW (Chop-Chop)	R & B	Kelson "Chop-Chop" Fisher has been associated with Baltimore Negro radio since 1954. He is a native Baltimorean & a graduate of Douglass High School. "Chop-Chop", as he is known to his radio audience, works closely with The Baltimore Urban League & many other civic agencies in conducting Talent Shows, acting as Master of Ceremonies at banquets, & presiding at his Record Hops.
8			
9			
10			
11			
M			
OVERALL TYPE		Rhythm & Blues	

ABC hourly at :55 - local news on the hour.

Only full-time 100% Negro-programmed operation. All personalities are Negro.

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# BEAUMONT

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

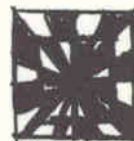
All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KAYO	6	10. 6-10a	8. 10-3p	10. 3-7p	7. Other		75%	50%		
	12	9.	7.	9.	6.					
	18	8.	6.	8.	5.					
	24	7.	5.	7.	4.					
KJET	12	10. 6-9a	8. 9-4p	10. 4-6p	8. Other		80%	50%	-\$1	-1.50
	18	9.50	7.50	9.50	7.50					
	24	9.	7.	9.	7.					
	36	8.50	6.50	8.50	6.50					
KLVI	6	13. 7-9a	10. 9-4p	13. 4-7p	6. 7-12m		80%	50%	On Request	
	12	12.	9.	12.	4.					
	18	11.	8.	11.	3.					
KOLE	6	11. 7-9a	9-4p	11. 4-6p	7-1a					
	12	8.	6. 6-7a	8.						
	18	7.	5.50 6-7p	7.	70% of daytime					
	24	6.50	5.	6.50						
	30		4.50							
	50		4.							
KPHG	10	4.50 ROS					80%	50%		
	15	4.10								
	25	3.75								
	35	3.50								
	50	3.25								
	70	3.								
KTRM	5	12.75 6-9a	8.50 9-4p	12.75 4-7p	8.50 7-12m		80%	50%	Drive	Drive
	10	12.50	8.25 5-6a	12.50	8.25				-\$1	-\$1.50
	15	12.25	8.	12.25	8.				Other	Other
	20	12.	7.75	12.	7.75				-50¢	-75¢
	30	11.	7.	11.	7.					

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1450 kc  
1000 w day  
250 w night

-40-

Beaumont, Texas

**KAYC**

Katz Radio

NAB RAB

Indep.  
1380 kc  
1,000 w

Beaumont, Texas

**KJET**

Dore & Allen

Gibson-McLemore Radio Stations

AM	PROGRAM	TYPE	COMMENTS
5	(Mon) JACK PIEPER (Tues-Sat) MARC DOUGLAS	Contemp.	
6	AL CALDWELL SHOW	Contemp.	
7			
8			
9			
10	MIKE MURPHY SHOW	Contemp.	
11			
N			
1			
2			
3	STEVE JORDAN SHOW	Contemp.	
4			
5			
6			
7	DICK STRAUSS SHOW	Contemp.	
8			
9			
10			
11			
M	MARC DOUGLAS SHOW	Contemp.	to 6 A.M.
<b>OVERALL TYPE</b>		<b>Contemporary</b>	

AM	PROGRAM	TYPE	COMMENTS
5			
6	CAL WEAVER SHOW	Contemp.	Wake-up music, time and weather checks, local social and community news and sports.
7			
8			
9	KING ARTHUR SHOW	Contemp.	King has special appeal for the gals. Smooth, easy style
10	BOY BROWN SHOW	Contemp.	Boy stirs listeners with controversial subjects and talks with them on the phone
11	WILLIE KAY SHOW	Contemp.	"The Wonderful Willie" with lively music and patter.
N	CAL WEAVER SHOW	Contemp.	"Big Daddy" Cal returns for another big hour.
1	BOY BROWN SHOW	Contemp.	Here's Boy at his best as he spins 'em for 2 hrs. and gives what's happening in the world of entertainment.
2			
3	WILLIE KAY SHOW	Contemp.	School is out and Wonderful Willie takes over 'til sign-off. His "Soul-a-Rama" club is extremely popular with his weekly record hops.
4			
5			
6			Sign-off at local sunset.
7			
8			
9			
10			
11			
M			
<b>OVERALL TYPE</b>		<b>Contemporary</b>	

KJET is 100% Negro-oriented. KJET-FM follows similar format from 12 noon until 12 midnight. 5 minutes of local and national news every :55. Community Calendar every :25 Weather 3 times each hour. Sports at 7:15am and 4:45pm. Morning Home Show features Meatra Harrison.

Texas State Network Affil.  
560 kc  
5,000 w

Beaumont, Texas  
**KLVI**

Indep.  
1340 kc  
250 w

-41-

Port Arthur, Texas  
**KOLE**

John C. Butler

NAB

Jack Meala

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	BOB WILSON SHOW	Pop. Contemp. Serv.	Contemporary MOR music; RFD 560 (agric. reports); news, sports.
6	MORNING REPORT	News	Roy May - local, regional, state news.
7	BOB WILSON SHOW	Pop. Contemp. News	More of the best adult good music. TSN News and information. - 15 min. at 7:30.
8	COMMENT Don Williams	Talk-Tel. Part.	Listeners comment on variety of interesting, controversial topics.
9	ART LAY SHOW	Pop. Contemp.	Contemporary, middle-of-the road music; news and sports.
10			
11	WOMAN'S WORLD	Talk-Tel. Part.	Art Lay and Dorothy Richey interview guests & put listeners' calls on air.
N	TALK BLOC	News	TSN News, local news, Voice of Labor - Information.
1	WARREN CLOVER SHOW	Pop. Contemp.	Contemporary, middle-of-the road music; news; sports.
2	SWAP 'N SHOP	Talk-Serv.	Listeners buy, trade and sell merchandise via the phone.
3	JOE FYNE SHOW	Talk-Int.Disc.	Nationally syndicated-controversial interviews.
4	ROBERT R. RANDALL SHOW	Pop. Contemp.	A bright, funny, afternoon drive shift, drenched with good music.
5			
6	NEWS - LIFE LINE	Talk-News	Information, discussion
	THE WORLD TOMORROW	Talk	Provocative discussion.
7	STEVE STACY SHOW	Pop. Contemp.	Contemporary, middle-of-the road music; news, sports. Note: During baseball season, the Houston Astros' games are broadcast, mostly in this time period.
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-contemporary & talk	

AM	PROGRAM	TYPE	COMMENTS
5	PORT ARTHUR TODAY	Pop. - Contemp.	15 minute news report 6:00 a.m. - 5 minute sports at 6:30 a.m. - 15 minute news at 7:15 a.m.
6	Lee Edwards Dusty Rhodea		
7			
8			
9			
10	CHARLIE BROWN PROGRAM	Pop. - Contemp.	15 minute newscast at 12 noon.
11			
N			
1	STEVE JORDAN SHOW	Pop. - Contemp.	5 minute sports show at 4:30 p.m.
2			
3			
4			
5			
6	CHARLIE YOUNG NIGHTWATCH	Pop. - Contemp.	
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Popular - Contemporary	

TSN News at :55 each hour plus 15 min. reports at 7:30am, 12 noon, and 6pm. KLVI carries Houston Astros baseball, the Indianapolis 500, Port Neches-Groves and Silsbee HS football, Southwest Conference football, Houston Cougar football, and Dallas Cowboy football.

Five minutes of news every hour at :55 except during scheduled 15 minute news segments. Weather cast each hour at :30. KOLE employs a full time news director whose function is to report the news at scheduled times and coordinate the news department with format.

Indep.  
1150 kc  
500 w

-42-

Port Neches, Texas

**KPNG**

American Info. Affil  
990 kc  
1,000 w  
Alan Torbet Assoc.

Beaumont, Texas

**KTRM**

Direct

Alan Torbet Assoc.

MAD

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5				5			
6	RONNIE JAMES THE 'OUTLAW'	C & W	Standard format cycle of Top 50 C&W, new releases, classics, bluegrass, and hymn once an hour.	6	GORDON BAXTER SHOW	Varied	Gordon Baxter is "Mr. Radio" in this market. Top-rated since 1945.  6:05 Farm Reporter Charles Schmucker  7:30 Paul Harvey News
7				7			
8				8			
9	BUD BREEZE BREEZALONG	C & W	Standard format cycle of Top 50 C&W, new releases, classics, bluegrass, and hymn once an hour.	9	VIC LA ROCCA SHOW	Varied	Housewives/delight. Doubles as on-spot newsmen.    12:30 Paul Harvey News
10				10			
11				11			
N				N			
1	JERRY ROWLEY THE WILDFLOWER	C & W	Standard format cycle of Top 50 C&W, new releases, classics, bluegrass, and hymn once an hour.	1	KEN SMITH SHOW	Varied	Dry wit for drive time. A top pro with mix format music.
2				2			
3				3			
4	TIP DURHAM SHOW	C & W	Standard format cycle of Top 50 C&W, new releases, classics, bluegrass, and hymn once an hour.	4			
5				5			
6				6	JIM BRASHER SHOW	Varied	The only adult night-time show. Brasher sounds like your old uncle at bedtime.  6:05 Sports Spectrum w/Cy Hurst 6:40 Tom Harmon Sports 6:50 Alex Dreier
7				7			
8				8			
9				9			
10				10			
11				11			
M				M			
<b>OVERALL TYPE</b> Country & Western				<b>OVERALL TYPE</b> Varied: Adults			

News on the hour, headlines on the half-hour. Weather in news format and on quarter hour in weatherman's own voice. Trading Post is an on-air listener swap shop, commercial.  
We are the only full time C&W in the Beaumont/Port Arthur market.

Net and local news on the hour;  
Headlines & Weather at :30  
KTRM has dominated this market for 15 years. Mixed music format. Stress vivid on-spot news and sports, and pointed comment.



# BINGHAMTON

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.			
WENE	6	20.	6-9:30a	16.	9:30-4p	20.	4-7p	12.	7-1a	80%	50%	5%	10%
	12	18.		14.		18.		10.					
	18	16.		12.		16.		8.					
	24			10.				6.					
WINR	6	14.	6-10a	12.	10-----7p	6.	7-12m	75%	50%		8%		
	12	12.		10.		5.							
	18	11.		9.		4.50							
	24	10.		8.		4.							
WKOP	5	16.	6-9:30a	15.	9:30-4p	16.	4-7p	15.	7-1a	80%	50%	10%	15%
	10	14.		13.		14.		13.					
	15	12.		11.		12.		11.					
	20.	10.		9.		10.		9.					
WBEF	6	16.	5:30-9:30	13.	9:30-3:30	16.	3:30-7p	6.	7-12m	80%	60%	10%	
	12	14.		11.		14.		5.					
	18	12.		10.		12.		4.50					

For just **\*\$45** you can have your own copy of the **1968 RADIO PROGRAMMING PROFILE . . .** including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.  
 341 MADISON AVENUE, NEW YORK 10017  
 PHONE (212) MU 6-2149

ABC Affil  
1430 kc  
5,000 w

-44-

Endicott, N.Y.  
(Binghamton)

**WENE**

NBC Affil.  
680 kc  
1,000w day  
500w night

Binghamton, N.Y.

**WINR**

McGavren-Guild-PGW Merv Griffin Station NAB

H-R NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	DICK SARGENT SHOW	Pop. Contemp.	Dick, WENE's Program Dir., is a vet of 8 yrs. in radio.. his witty patter and dry sense of humor make his show the biggest and brightest every morning. Contests, requests and Dick's birthday line add that little extra, and his frequent time and weather checks make this the hottest morning show going.
6			
7			
8			
9	SPEAK FOR YOURSELF	Talk-Tel.Part	John Hunter -- see below
10	SHERWOOD SHOW	Pop. Contemp.	Known as the Jolly Green Giant, Sherwood is the housewives delight as well as the delight of many of the young people through his many personal appearances. To really be turned on, you must listen to his show Mon. thru Sat. Sat. is special with his Countdown show, when he unveils the new top 40 list for the week as listed on the WENE survey.
11			
N			
1			
2	GUY NICHOLS SHOW	Pop. Contemp.	Guy is another of those all too rare personalities who is appealing both to the adults and young adults... thousands of the Southern Tier citizens "ride" home with Guy.
3			
4			
5			
6			
7	DAVE ROE SHOW	Pop.	Dave is one of the most talented young DJ's to come along in a long time...his quick wit and polished delivery make Dave a favorite with everyone. Dave's Voice Your Choice feature has broken all records for audience participation with over 800 phone calls in the 45 minute period. The audience votes for the Spectacular Sound of the Hour. Dave's show is the "in" show for this time segment.
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	JIM ASHBERY SHOW	Stand.-Pop.	Area's most established morning personality. Local news at :25 and :55 each hour. Up-tempo wake up show-big and bright. Sports shorts at :15 and :45 each hour. Contests for audience participation.
6			
7			
8			
9			
10	PETE VAN WIEREN SHOW	Stand.-Pop.	The housewives favorite. The only station in the area to feature real good music during this time period. Contests designed to get the audience to listen and participate.
11			
N			
1	VESTAL PLAZA	Stand.-Pop.	1pm - remote program from area shopping plaza.
2	PETE VAN WIEREN	Std.Pop.	
3	DON WEBB SHOW	Stand.-Pop.	Big and bright with area's brightest DJ. Don's witty chatter and easy going manner make for a great drive time slot. On the air in this time slot for 3 yrs. Area's most established afternoon personality. Contest for audience participation.
4			
5			
6	WINNER RADIO	Stand. Pop.	Up-tempo, bright and brisk. The best of all kinds of music - sports results and news bulletins.
7	Bob Cullings		
8			
9			
10			
11			
M			

OVERALL TYPE Popular contemporary

OVERALL TYPE Standards-Pop.

ABC News at :55 - Local news at :25 - Spot news at :54.  
Weather every quarter hour - Sports at :15.

John Hunter, WENE's News Dir., host for Speak for Yourself, the only telephone participation program in the market, is one of the most informed news men or moderators in the area. John's piercing cross examination puts Perry Mason to shame and make this the most challenging and talked about feature in the area.

NBC News on the Hour.

8:25 Joe Garagiola  
NBC Emphasis - 9:30am, 10:30am, 11:30am, 12:30pm, 2:30pm, 3:30pm, 7:30pm.  
10:05-10:10am Dottie Baker Robinson  
6:25pm David Brinkley  
5:45 & 10:45pm Bob Cullings - Sports  
6:30pm Chet Huntley

Big and Bright with top personalities.

MBS Affil.  
1360 kc  
5,000w day  
500w night

Binghamton, N.Y.  
**WKOP**

CBS Affil.  
1290 kc  
5,000 w

-45-

Binghamton, New York  
**WNBF**

Pro Time Sales

NAB RAB

Blair

Triangle Stations

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	MICHAEL McGOVERN SHOW	C & W	<p>News on the hour and half-hour.</p> <p>Stock Report - 12:10pm, 2:15pm, 4:15pm</p> <p>Press Conference 11:25am and 12 noon.</p>
7			
8			
9			
10	ALAN KENT SHOW	C & W	
11			
N	NEWS BLOCK	Talk-News	
1	JOEY LOGAN SHOW	C & W	
2			
3			
4			
5			
6			
7	BILL CLARK SHOW	C & W	
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS	
5				
6	FARM NEWS	Serv.	Agriculture Report.	
6	MORNING SHOW Gary Hoffman	Pop.	<p>This program offers bright modern adult music; Bernard Fionte News; Travelers and Area Weather; road reports; and Top Area Service Information. Ski reports in season.</p>	
7				
8				
9				
10	ARTHUR GODFREY TIME	Variety		Godfrey, orchestra, regulars and guests.
11	BILL PARKER	Pop.		Popular personality-20 yrs. broadcast experience.
N	NEWS & WEATHER	Talk-		News, sports, weather, business news, farm news.
	RALPH CARROLL SHOW	Variety		Ralph with WNBF for 40 yrs.
1				
2	BILL PARKER SHOW	Pop.	Housewife's companion. Bill Parker, in market 18 yrs.	
3	AFTERNOON SHOW Al Fusco	Pop.	<p>Bright and entertaining - Al rolls listeners home with good music and service information.</p>	
4				
5				
6	REPORT 1290 Parker, Cronkite Kendrick, L. Thomas, Phil Rizzuto	Talk-News Sports	World Area News; Business News today; Lowell Thomas; Sports; W. Cronkite; The World Tonight; World Wide Sports; The Reasoner Report.	
7				
8	NIGHTTIME 1290	Pop.	Music programmed for sheer enjoyment - for dancing, relaxing.	
9				
10				
11	RIVER OF DREAMS Ralph Carroll	Variety	Music for late listening. Verse & comments by host.	
M				

OVERALL TYPE Country & Western

OVERALL TYPE Popular

News on the hour and half-hour  
Stock Report - 12:10pm, 2:15pm, 4:15pm  
Press Conference 11:25am and 12 noon

10 min. World & Area News on hr.; 5 min. on the half-hr. 6-10am, 4-6pm. CBS Dimension on the half-hour. Sportcap every hour from 6 to 9am and 3 to 6pm. Weathercap every 15 minutes. The WNBF hard hitting editorial policy is to express opinions on matters of community importance. If subject is controversial, equal time is made available to spokesman for opposing viewpoint.

*A New Service for Advertisers from*

# **McGAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**McGAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# BIRMINGHAM

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WAPI	10	23.40 6:30-9 <sup>30</sup>	21.60 9:30-3p	23.40 3-7p	12.60 7-9p	21.60 9-12m	80%	Drive 54% Other 50%		
	15	22.10	20.40	22.10	11.90 5-6:30a	20.40				
	20	20.80	19.20	20.80	11.20	19.20				
	25	19.50	18.	19.50	10.50	18.				
WAQY *	26	11. On-10a	3.90 10-3p	11. 3-Off			8.50	ROS \$3		
	Freq. 52	10.25		10.25			8.			
	Rates 104	9.50		9.50			7.50			
	156	8.75		8.75			7.			
	260	8.		8.			6.50			
	520	7.		7.			5.75			
1040	6.		6.			5.25				
WBRG	6	27. 6-10a	18. 10-3p	27. 3-7p	15. 7-1a		80%	50%		
	12	26.	17.	26.	14. 5-6a					
	18	25.	16.	25.	13.					
WCRT	5	10. 6-9a	7.50 9	Off			-82			
	10		7.							
	15		6.50							
	20		6.							
25		5.50								
WENN	10	12. All periods								
	15	11.50								
	20	11.								
	25	10.50								
30	10.									
WJLD	6	12. All periods except Night				3.	80%	60%		
	12	10.								
	18	8.								
	24	7.								
WSGH	6	28. 6-9a	22. 9-4p	28. 4-7p	22. 7-10p	18. 10-12m	80%	50%	4%	8%
	12	26.	20.	26.	20.	17.				
	18	24.	18.	24.	18.	16.				
	24	22.	17.	22.	17.	15.				
WVOK	12	20. 6-9a	18. 9-4p	20. 4-7p			80%	50%		
	18	18.	16.50	18.						
	24	16.	15.	16.						
WYDE	6	23. 6-10a	20. 10-3p	23. 3-7p	13.50 7	6a	80%	50%	5%	10%
	12	21.	18.	21.	12.					
	18	19.	16.	19.	11.					
	24	18.	15.	18.	10.					



NBC Affil.  
1070 kc  
50,000w day  
5,000w night

Birmingham, Ala.

**WAPI**

Indep.  
1220 kc  
1,000 w

-48-

Birmingham, Ala.

**WAQY**

Henry I. Christal

NAB RAB

Continental

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	FARMERS JOURNAL	Talk	Boyd Evans-Mkt. & Farm report
6	THE EARLY RISERS CLUB Charlie Davis	Pop. Stand.	Music chosen to appeal to the industrial worker, the white collar worker & the early rising rural population. Weather, time, unsurpassed news coverage, and Charlie's wit & humor make The Early Risers Club "the talk of the town".
7			
8			
9	THE HAPPY HOUSEWIVES CLUB	Pop. Stand.	Listenable top tunes & a liberal sprinkling of standards. Just what the housewife needs for relaxation. 10,000 ladies have been issued membership cards in the "Happy Housewives Club". Cash prizes awarded for identifying tune correct
10	Ron Carney		
11			
N	NEWS & FARM	Talk	Bob Jones-Boyd Evans
1	JIM WHITTEN SHOW	Pop. Stand.	In addition to excellent choice of music, frequent contest, polls, and other games make this WAPI "Fun Show" more than just another music show.
2			
3	RON CARNEY SHOW	Pop. Stand.	Ron calls this the "swing session". There are 180,000 Alabamians on the move at this time and much of Ron's music and chatter are beamed at this vast mobile audience. Special newscasts and sportscasts keep Ron's listeners up to date.
4			
5			
6	NEWS BLOCK WAPI NEWS-SPORTS NBC EMPHASIS, etc	Talk News Sports	Morgan Beatty, Joe Garagiola, Chet Huntley, Bob Jones, Gary Sanders.
7	BROADWAY AFTER DARK Jim Whitten	Show & Movie	George takes listeners on a imaginary trip by late jet to the Great White Way.
8	SPORT TALK	Talk	Listeners have a chance to talk directly to sports dir.
9	THE PEOPLE SPEAK	Talk-Tel. Part.	Dave pioneered the tel. forum type program almost 10 yrs. ago. Conversations often controversial and listener emotion frequently reaches a fever pitch. This program consistently has a larger share of aud. than all Birmingham combined.
10	Dave Campbell		
11			
M			

OVERALL TYPE Popular-standard & talk

Auburn football & basketball. Atlanta Braves baseball. NBC News on the hour. NBC Emphasis. With the "Buck Rogers" Board, WAPI News Director Bob Jones is in instant contact with local law enforcement and fire departments...with the Alabama St. Troopers and with NBC for national and international "Hot Lines". Ten-man news staff and mobile transmitters. The "Buck Rogers" Board is why "Alabama's people listen to WAPI News".

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	LAYTON & CHARLES Doug Layton Tommy Charles	Stand. - Pop.	For the past three years Birminghamians have responded to the unusual salesmanship of Layton & Charles, who are probably the best-known radio team in Alabama. Middle of the road program - ming.
8			
9	BREAKFAST CLUB Don McNeil	Variety	ABC Network show
10	KEN TREMELLING SHOW	Stand. - Pop.	Music, chatter.
11			
N	WAQY OPEN MIKE Tommy Charles	Talk Int. Disc.	A public affairs, aud.-part. disc.-type show; guests.
1	KEN TREMELLING SHOW	Stand. - Pop.	Music, chatter
2			
3	LAYTON & CHARLES PM SHOW	Stand. - Pop.	See above.
4	Doug Layton Tommy Charles		
5			
6	FRANK LEWIS SHOW	Stand. - Pop.	Music, chatter.
7			
8			
9			
10			
11			
M			

OVERALL TYPE Standard - Popular

News at :40, every hour. Sports at :20, every hour. Weather every hour on the hour.

Mostly music with lots of humor. A small operation, but very well accepted in the community.



MBS Affil.  
960 kc  
5,000 w

-49-

Birmingham, Ala.  
**WBRC**

Indep.  
1260 kc  
5,000 w

Birmingham, Ala.  
**WCRT**

Katz Taft Stations NAB RAB

Meeker NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	MUSICAL CLOCK Art Walton	Stand. Pop.	Birmingham's wake-up man Art Walton signs on with The Musical Clock. Beginning with well-known hymns on the Alabama Farm Hour segment of the show, Art proceeds to showcase highly selective music with a lilt & bounce of particular appeal to a mature audience. Time, weather, traffic.
6			
7			
8			
9	SERENADE BARBARA PALMER	Std.Pop. Talk-	Standards culled from albums Latest in world of fashion, household & cuisine hints. Interviews guest celebrities
10			
11	OPRY TIME	C & W	Alternates with Grand Ol' Opry and features finest in C & W music.
N	TALK & NEWS MATINEE	Talk Show Stand. Pop.	Town Talk-Davenport Smith Noted show tunes are mixed with smooth selection of standards. News on the hour.
1			
2	BECAUSE OF YOU	Stand. Pop.	Lush, re-phrased arrangements of the all-time hits of the past include many favorites.
3			
4	CARAVAN	Stand. Pop.	Uptempo standards and vocal renditions geared to appeal to an adult audience. Time, weather, complete information, news.
5			
6	NEWS BLOCK	Talk- News	News - Fulton Lewis III; World Tomorrow
7	NEWS BLOCK	Talk	
8	LAMPLIGHT	Stand. Pop.	Excellent stylings of the standards paced to the early evening hours. News on the hour.
9			
10	STARLIGHT	Stand. Pop. Album	Lush arrangements of popular standards played by well-known orchestras. Complete Information News aired in 5-minute segments on the hour.
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	LELAND CHILDS SHOW	Pop. - Stand.	Home-spun philosophy & good humor, mixed with bright wake-up music, time & weather information, news, sports. Childs has been in broadcasting over 35 years and has a loyal audience.
6			
7			
8			
9	TOM DORON	Pop. - Stand.	
10	ASK THE EXPERT MORNING TEMPO	Talk Pop.	Experts queried by listeners.
11	PEGGY FEREBEE	Talk	Daily guests & bright music.
N	CARNIVAL	Pop. - Stand.	
1			
2	STRICTLY FOR THE LADIES	Talk Tel. Part.	Tom Doron
3	THE TOM DORON SHOW	Pop. - Stand.	A veteran broadcaster with over 18 years experience, top-notch air salesman. Popular music, news, sports driving tips.
4			
5			
6			5 a.m. to local sunset
7			
8			
9			
10			
11			
M			

OVERALL TYPE Standard-Popular

OVERALL TYPE Popular - Standard

News - in 5 min. segments on the half-hour from 4:30 to 9am & 4-6pm. Complete Information News in depth at 7am, noon, 5pm and 10pm. News on the hour at other times. Coverage of the news includes local, national and international happenings, featuring direct reports from anywhere in the world where news is being made. Sports, business, weather and other items of interest are also highlighted.

News & sports every half-hour.

Equipped with modern two-way systems to furnish on-the-spot reports. A mobile studio for remote broadcasts. "The Good Music Station".

Indep.  
1320 kc  
5,000 w

Birmingham, Ala.  
**WENN**

Indep.  
1400 kc  
1,000w day  
250w night

-50-

Birmingham, Ala.  
**WJLD**

Bernard Howard      McLendon Ebony      NAB

Dore & Allen      NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	TALL PAUL'S MORNING SHOW	R & B	Birmingham's Morning Mayor - for 5 yrs. the highest rated morning show. Fast-paced, lively and interesting, Paul is unsurpassed in popularity with the teens.
7			
8	GOSPEL CARAVAN Rev. E.R. Faush	Relig.	The South's most popular and dynamic religious personality with highest rated 2 hr. segment in Birmingham radio. Great air salesman. Most honored Negro personality.
9			
10	HOUSEWIFE PARTY	R & B	Maurice "Thin Man" King is one of the wittiest "What's next" Jock in Birmingham. He offers many valuable prizes to his loyal audience. 6 years with WENN.
11			
N	NOONFLIGHT THIN MAN	R & B	Hard driving rock show with never a dull moment. Top hits of the day.
1	REV. E.R. FAUSH	Relig.	Great delivery, great audience, great ratings. Just as his morning show. You can't be better than the best, and that's any Erskine Faush Religious Show.
2			
3	TALL PAUL'S EVENING SHOW	R & B	Tall Paul gives a repeat of his morning show with special features like the Bill Cosby Show. Top personality, top hits, top ratings.
4			
5			
6			6am to local sunset
7			
8			
9			
10			
11			
M			

OVERALL TYPE      Rhythm & Blues & Gospel

News on the hour. Headlines on the half-hour. News bulletins anytime. WENN Mark 60 Auto-News. WENN has sold this Negro market for 17 years with professional showmen and announcers, and the ratings show the station's popularity. Over 300,000 Negroes in 18 counties with E.B.I. of \$183 million.

AM	PROGRAM	TYPE	COMMENTS
5	WALTER ANGLIN (from midnight)	Contemp.	WJLD is the only Negro radio station on the air 24 hrs. in the Birmingham area.
6	BIG "D" WAKE UP SHOW	R & B	Shelly is a favorite with the Birmingham audience. He appeals to both old and young with his own special brand of rhythm and blues.
7			
8			
9	GOSPEL SHIP	Gospel	The Negro market is motivated with religious beliefs. Willie has been on WJLD for 23 yrs. and is known for his salesmanship & dedication.
10	Willie McKinstry		
11	THE "MAD" LAD SHOW	R & B	Dextral, a newcomer to the Big "D" has many years of radio experience. His cool, soulful programming has made him an overnight favorite with all the listeners.
N	Dextral Alexander		
1			
2			
3	MOVIN' HOME SHOW Shelley Stewart	R & B	During this period on WJLD Shelley captures a great majority of the Negro population - especially the teens. He is their idol.
4			
5	LATE DRIVE SHOW EVENING SPECIAL	R & B	This is a solid sound from a solid sender. Sam keeps entertaining the receptive audience that Shelley leaves him.
6	Sam "OO" Moore		
7			
8	OLD GOSPEL SHIP	Gospel	Birmingham's highest rated evening radio program for yrs. By far, the greatest opportunity to reach the mature Negro families.
9	Willie McKinstry		
10	LATE DATE SHOW	R & B	Top music brought to you by a mature voice designed to appeal to listeners during this late hour.
11	Mike Dozier		
M	ALL NIGHT SHOW Walter Anglin (to 6am)	Contemp.	The midnight mover-groover is known for his outstanding selling power.

OVERALL TYPE      R & B

News at :25 and :55  
Weather at :10  
Sports at :40 (exception Gospel)

100% programming to Negro market - 40% of Birmingham population.

Indep.  
610 kc  
5,000w day  
1,000w night

-51-

Birmingham, Alabama

**WSGN**

Robert Eastman

NAB

Indep.  
690 kc  
50,000 w

Birmingham, Alabama

**WVOK**

Edward Petry

NAB

AM	PROGRAM	TYPE	COMMENTS
5	STEVE NORRIS' GREAT AWAKENING	Contemp.	Steve Norris, a WSGN Good Guy since May '65, is very quick-witted and features Birmingham A.M. (with 3 men-regular newsmen, another giving sports & news briefs, and himself). Steve's clever production ideas add much to WSGN's ratings. He often uses comedy albums.
6			
7			
8			
9	THE WALT WILLIAMS SHOW	Contemp.	Walt's Recipe of the Day Contest has many Birmingham housewives calling in to guess the day's recipe and win prizes & his "Bargain Counter" has all ages of both men and women calling in items they have to sell.
10			
11			
N	GLEN POWERS' HOUSEWIFE CLASSIC	Contemp.	Glen is the "Housewife's Favorite" as they register for daily and weekly prizes which they win when he selects their suggested classic hit record to play.
1			
2			
3	ROCKIN' WITH RODDY	Contemp.	Dave, our Music Director, has many honors to his credit, such as being guest DJ of the week twice on Dick Clark's TV American Bandstand, most popular DJ as voted by "Big 9" High Schools, twice honored by Billboard Magazine as #1 Contemporary DJ, etc.
4	Dave Roddy		
5			
6			
7	THE MIKE EDWARDS SHOW	Contemp.	The newest of the Good Guy's socks it to you from 7-10pm. Mike's youthful styling of his show makes him an instant favorite of all Birmingham's teenagers. Mike has a rapport with his audience that's a natural.
8			
9			
10	THE EDWARD DEAN SHOW	Talk-Tel. Part.	This show features prominent guests and very controversial topics. Listeners call and argue with Edward on all subjects. He is becoming well-known in Birmingham.
11			
M	THE JOEY ROBERTS SHOW	Contemp.	Joey's show is an awakening experience. He keeps you groovin' all night long.

AM	PROGRAM	TYPE	COMMENTS
5	THE WAKE UP SHOW	Contemp.	Johnny Davis is a really potent air salesman - ask any of his many sponsors. His happy, engaging personality combines with Hal Hodgen's informative news and Prof. Bigfeet's daring sports prognostications & witty remarks to make every morning a pleasant one for WVOK listeners. He wakes you with a smile and fine music.
6	Johnny Davis		
7			
8			
9	JOE RUMORE	Contemp.	Joe centers all of his air work around the basic concept of family appeal. Each age group feels at home with his friendly style of easy listening. 15 of Joe's many sponsors have been with him on WVOK for 12 yrs. up to 19 yrs.
10			
11			
N	HAL'S DIXIE HITS	Contemp.	A truly distinctive style and quality voice make Hal one of the most highly sought after commercial announcers in the area. He also hosts Alabama's #1 Farm News & Mkt. info, The Southern Farm Review, on the air for 20 yrs. News
1	Hal Hodgens		
2			
3	DAN THE MUSIC MAN	Contemp.	Dan has a voice and approach that really sell. Practically every kind of product and every type of sponsor have been with Dan during the past 19 yrs. on WVOK. When you want the job done, get the winning combination of Dan Brennan and WVOK. Dan the Music Man is a must for the young and young at heart.
4			
5			
6			
7			Sunrise to local sunset.
8			
9			
10			
11			
M			

OVERALL TYPE Contemporary

OVERALL TYPE Contemporary

News at :55, News headlines at :30 Sports at :15 WSGN's Action Central News brings "first news first" under the perceptive and discerning guidance of its dynamic news director Dave Perry. Perry is an excellent air man, leg man and his ability to coordinate the events-of-the-hour play a vital role in maintaining the "Award Winning WSGN News Department.

UPI and AP News services. 2 mobile units and walkie talkie. Four man news staff.

News 5 times hourly in the Wake Up Show. Capsule form at 10 past, 20 past and 20 'til and 10 'til the hour - then a 5 min. newscast at 5 'til the hour. Throughout remainder of the day WVOK features news at :55 and interrupts programs for important bulletins. WVOK has both UPI and AP News Services. Full Mobile News coverage for local news. WVOK features a combination of today's top music, with a mixture of all time favorites. WVOK personalities all feature a sincere approach that gets listeners and gets results.

ABC Affil.  
850 kc  
10,000w day  
1,000w night

-52-

Birmingham, Ala.

**WYDE**

McGavren-Guild-POW

AM	PROGRAM	TYPE	COMMENTS
5	JERRY NELSON (from midnight)	C & W	More news and a warm, personal touch with his audience.
6	NEAL MILLER SHOW	C & W	9 yr. vet of Birmingham broadcasting. ABC Information Network news on the hr. Local & State news :05 to :10 by News Dir. Gene Brown. Local news 7:25. Paul Harvey at 7:30. ABC Information Sports 6:10am. Local sports capsules at :20 & :40.
7			
8			
9			
10	DICK PAIN AFFAIR	C & W	Relaxed and personable, Dick Pain delivers No. 1 total audience according to Feb.-Mar. 1968 Pulse. Five min. network news on the hour followed by five minutes local and regional news.
11			
N	JOHNNY GRAY SHOW	C & W	Following Paul Harvey's Noon Commentary, Johnny Gray makes the afternoon bright with #1 rated show of "Countryopolitan" music and audience participation contests.
1			
2			
3	DUKE'S PLACE	C & W	Long established as one of Birmingham's great radio personalities, Duke Rumore keeps his place happy-go-lucky for workers on their way home with lots of local sports and up-tempo modern country music. Network news on the hour followed by local & regional news.
4			
5			
6			
7	BOB IVY	C & W	Following news on the hour and Tom Harmon Sports at 7:10pm, Bob Ivy keeps the good life going in WYDE-Country until midnight.
8			
9			
10			
11			
M	JERRY NELSON	C & W	Jerry's show is packed with more news and a warm, personal touch with his audience.
	<b>OVERALL TYPE</b>	Country & Western	

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

Modern C&W format, with polished, professional personalities. Adult oriented with emphasis on news. Consistent promotion, heavy on audience participation. During season, WYDE broadcasts Atlanta Falcon Pro Football and originates Samford University Football.

# BOSTON

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
WBZ	1	100.	6-10a												
	6			51.	10-3:30	64.	3:30-8p	30.	8-12m	12-5:30a	85%	60%	5%	10%	
	12			48.		60.		28.	5:30-6a	10x 12.					
	20			42.		53.		25.		20x 8.					
	32			39.		49.		23.							
40			36.		45.		21.								
WCRB	6	27.	6:58-9a	24.	9-4p	27.	4-----11p	24.	11-1a	80%	60%	10%	15%		
	12	26.		23.		26.		23.	6-6:58a						
	18	25.		22.		25.		22.							
	24	24.		21.		24.		21.							
WEHI	6	60.	6-10a	50.	10-4p	60.	4-7p	31.	7-----6a	See Card		See Card			
	12	55.		44.		55.		29.							
	21	50.		39.		50.		26.							
	35	44.		35.		44.		24.							
WEZE	6	50.	6-10a	45.	10-4p	50.	4-7p	27.	7-12m	80%	60%	5%	10%		
	12	45.		40.		45.		26.							
	18	43.		38.		43.		25.							
	24	40.		35.		40.		24.							
	30							23.							
WHDE	6	65.	6-----8p			33.	8-12m	10.	12-6a	90%	50%				
	12	60.				30.		9.							
	24	55.				28.		8.							
WLLH	10	9.	6-9a	7.50	9-3p	9.	3-6p	7.50	6-1a	80%	50%				
	15	8.75		7.25	5-6a	8.75		7.25							
	20	8.50		7.		8.50		7.							
	25	8.25		6.75		8.25		6.75							
	30	8.		6.50		8.		6.50							
WMEY	6	48.	6-9a	43.	9-4p	48.	4-7p	43.	7-10p	25.	5-6a	80%	50%	Drive	Drive
	12	45.		40.		45.		40.		23.				-\$6	-\$9
	18	42.		37.		42.		37.		21.				Day, Ev	Day, Ev
	24			34.				34.		19.				-\$5	-\$8
														5-6am	5-6am
														-\$4	-\$6
WRKO	6	60.	6-10a	47.	10-3p	60.	3-7p	35.	9-12m	15.	12-5:30	80%	50%	5%	10%
	12	57.		44.	7-9p	57.		32.	5:30-6a						
	18	54.		41.		54.		29.							
	24	51.		38.		51.		26.							
	36	48.		35.		48.		23.							



Indep.  
1030 kc  
50,000 w

-54-

Boston, Mass.  
**WBZ**

Radio Adv. Repts. Group W NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	NIGHT LIGHT Bill Garcia	Pop. Contemp.	(from midnight)
6	CARL deSUZE SHOW	Pop. Contemp.	Been in the market for 25 years.
7			
8			
9			
10	DAVE MAYNARD SHOW	Pop. Contemp.	His ready wit, commercial delivery and ability to communicate with his audi- ence have combined to make him a listening habit with people throughout New England.
11			
N			
1			
2	RON LANDRY SHOW	Pop. Contemp.	Ron was the morning man with WDRC in Hartford where the morning time slot more than tripled when he took over. Well-timed ad libs, hilarious vignettes, whimsi- cal characters and good humor.
3			
4			
5			
6	BOB KENNEDY CONTACT	Talk- Tel. Part.	A thought-provoking tele- phone listener program series which has become New England's most popular, discussed show.
7			
8			Show to be announced
9			
10			
11			
M	NIGHT LIGHT Bill Garcia	Pop. Contemp.	11 yr. vet of popular DJ shows in Rhode Island, Conn. and Masa.

OVERALL TYPE Popular-contemporary

News and weather on the hour and half-hour with extended reports during morning and afternoon drive time, and at Noon and 6pm.  
BZ Copter Traffic Reports daily from 6:36 to 9am, and from 3:35 to 6pm.  
Only Clear Channel 50,000 Watt station in New England

Indep.  
1330 kc  
5,000 w

Boston, Mass.  
**WCRB**

John C. Butler NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	COMMUTERS CONCERT	Light Class.	Jim Farrell hosts program of marches, waltzes, light concert favorites-with time, and weather checks, with frequent newcasts.
7	Jim Farrell		
8			
9	CURTAIN TIME SHOWCASE	Show Album	The Best of Broadway scores Album-type music
10	MORNING CONCERT	Class.	Janet Baker-Carr is hostess for this popular program of the classica.
11	Janet Baker-Carr		
N	LUNCHEON MELODIES	Light Class.	Music for the dining hour
1	AFTERNOON AT SYMPHONY	Class.	Rob Stuart-Vail hosts this program which features symphonies, quartets, oratorios, concertos and sonatas.
2	Rob Stuart-Vail		
3			
4	COMMUTERS CONCERT	Light Class.	Dave Tucker hosts program with the afternoon edition of our popular drive-time potpourri of music, news, time & weather checks.
5	Dave Tucker		
6	CANDLELIGHT SERENADE	Light Class.	Music for evening dining.
7	TABLE AT POPS	Class.	Arthur Fiedler and the Boston Pops exclusively with their own favorites.
8	EVENING AT SYMPHONY	Class.	Symphonies and concertos and other classical favorites and actual concerts by the Cleveland, Boston Symphony, Chicago Symphony and Syracuse Symphony Orchestras
9			
10			
11	NIGHT MUSIC	Class.	Music from the concert repertoire with the accent on music for the connoisseur
M			

OVERALL TYPE Classical

Programming is duplicated on WCRB-FM at 102.5mc. Also complete concerts of Boston Symphony, Boston Pops and Cleveland Orchestras are featured in prime time, plus complete opera (Metropolitan in season)



CBS Affil.  
590 kc  
5,000 w

Boston, Mass.  
**WEEL**

Indep.  
1260 kc  
5,000 w

-55-

Boston, Mass.  
**WEZE**

CBS Radio Spot Sales CBS Owned

NAB RAB

Robert Eastman

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS	
5	MUSIC 'TIL DAWN	Stand.	(from 11:30) Jack Lazare	5	NIGHTWATCH Staff	Album	(from midnight)	
6	AM REPORT Tom Russell Len Lawrence Gordon Peterson	Talk-News Info.	Total news and information Russell, Peterson and Lawrence are imaginative, seasoned newsmen. Business news by Arthur Smith; Dr. Leonard Reiffel's Science reports; CBS Network News; and award winning Editorials.	6	WONDERFUL WORLD OF MUSIC Staff	Album	News at :55 News Briefs at :30 Stock Market Today 5:55pm	
9	LEN LAWRENCE SHOW	Talk-Tel. Part.	Len Lawrence is a newsman by training, but he is also a performer with the gift of provoking an argument while preventing a quarrel	9			A full mobile news staff, on a full news-in-depth commitment, travels, records, writes, edits and digests and delivers the news in detail five minutes before every hour, in brief on the half-hour, and in bulletins when importance of a story dictates...24 hours a day.	
11	ARTHUR GODFREY TIME	Variety	CBS	11				
12	GORDON PETERSON SHOW	Talk-Tel. Part.	12-12:15-News roundup; local & world with Tom Russell and Jack Welby. Peterson, also a newsman conducts tel. discussion.	12				
2	PAUL BENZAQUIN SHOW	Talk-Tel. Part	This first tel.-discussion show in Boston. Benzaquin has been a reporter, news caster, reviewer, AND moderator. The give & take compels attentive listening. A clearinghouse for problems and complaints. Benzaquin is the little man's friend at Court, directing listeners to source of information.	2				
6	NIGHTLINE NEWS CBS & Local News Staffs	Talk-News Info.	90 mins. of news from the State House to sports arena, Vietnam to theatre. Lowell Thomas; The World Tonight & Worldwide Sports	6				
8	NIGHTLINE Jim Westover	Talk-Int. Disc. Tel. Part.	Telephone discussion program. Host-moderator Jim Westover is also one of the country's top newscasters and announcers. Guests are used when they can bring information otherwise not attainable, or else the opinions and information come from the listeners.	8				
M	MUSIC 'TIL DAWN Jack Lazare	Stand.	Sponsored by American Airlines. (to 5:30 am)	M	NIGHTWATCH Staff	Album		(to 6am)
	OVERALL TYPE	Talk-News-Information-Aud. Particip.			OVERALL TYPE	Album		

CBS Network and local news; CBS Dimension  
8:00 AM CBS World News Roundup  
"The Talk of Boston"

Indep.  
850 kc  
50,000 w

Boston, Mass.  
**WHDH**

American Contemp. Net. -56-  
2,000 w day\*  
500 w night  
1400 kc

Lowell/Lawrence, Mass.  
(Boston)  
**WLLH**

Blair

MAB RAB

Vic Piano

AM	PROGRAM	TYPE	COMMENTS
5	SOUNDS IN THE NIGHT	Stand. Pop. Jazz	(from 11:30 p.m.) - see below
6	THE JESS CAIN SHOW	Pop. - Stand.	One of the nation's top morning men, integrating humor and professional commercial delivery. Uses numerous audio devices plus his own talent for multiple voices. A quick, clever wit, with legitimate theater background. "Skyway Patrol" traffic reports every 15 minutes from 7 - 9 a.m..
7			
8			
9			
10	THE JIM RUNYON SHOW	Pop. - Stand.	Basic appeal to housewives and men on the road, spiced with topical humor and smooth delivery.
11	THE ALAN DARY	Pop. - Stand.	Soft-sell, casual approach during the traffic hours. A top professional with a flair for smooth programming. "Skyway Patrol" traffic reports every 15 minutes 4 - 6 p.m..
N			
1			
2			
3			
4	THE ALAN DARY	Pop. - Stand.	Soft-sell, casual approach during the traffic hours. A top professional with a flair for smooth programming. "Skyway Patrol" traffic reports every 15 minutes 4 - 6 p.m..
5	EVENING EXTRA SPOTLIGHT ON BUSINESS; VOICE-CITY	Talk News	Local, nat'l world news, UPI Audio; Ken Coleman Sports, weather, financial. Dis. issues
6			
7	HANK FORBES SHOW	Pop. - Stand.	Hank hosts a show that swings gently. A relaxed blend of easy wit and good sounds.
8	FINAL EDITION	Talk News	15 min. news roundup; 5 min. weather, 10 min. sports.
9			
10			
M	SOUNDS IN THE NIGHT Norman Nathan	Stand. Pop. Jazz	Humorous, off-beat approach with the best in pop & jazz. plus interviews with top musicians & theatrical guests.

OVERALL TYPE Pop. - Stand.

5 min. news every hour at :30, and on the hour in commuter periods; headlines at :60. 15 min. news at 7:30 am 6:00 and 11:00 p.m.. 5 min. sports at 7:35 a.m. and 5:05 p.m. - 10 min. sports at 6:15 and 11:20 p.m. - 5 min. weather at 7:40 a.m., 12:55 p.m., 6:25 p.m. & 11:15 p.m. Adult, dynamic responsible broadcaster-outstanding nat'l. reputation, featuring strong personalities, outstanding news & major league sports. Carries all Boston Red Sox, Bruins & Celtics games plus Green Bay Packers & Harvard University Football.

AM	PROGRAM	TYPE	COMMENTS
5	DON BROWN SHOW	Contemp.	Modern Top 40 programming concepts, including excellent promotion, bright hip staff and total involvement with our communities.
6	POINT OF VIEW Gerry Peabody	Talk-Int. Disc.	
7			
8			
9	FRANK SUNDAY SHOW	Contemp.	*WLLH has two AM transmitters operating simultaneously... one in Lowell, one in Lawrence... 2,000 w day - 500 w night.
N	JACK PETERSON SHOW	Contemp.	Sports covered: Lowell Giants Pro Football - Lowell/Lawrence H.S. Football - Lowell/Lawrence H.S. basketball.
1			
2			
3			
4			
5	ERIC THE GREAT	Contemp.	News at :30 News at :00 during peak hours. Expanded 20 min. news & sports at 12 noon, 6 PM, 10 PM. American Contemporary News at :55
6	ERIC THE GREAT	Contemp.	News at :30 News at :00 during peak hours. Expanded 20 min. news & sports at 12 noon, 6 PM, 10 PM. American Contemporary News at :55
7			
8			
9	ERIC THE GREAT	Contemp.	News at :30 News at :00 during peak hours. Expanded 20 min. news & sports at 12 noon, 6 PM, 10 PM. American Contemporary News at :55
10			
M	ERIC THE GREAT	Contemp.	News at :30 News at :00 during peak hours. Expanded 20 min. news & sports at 12 noon, 6 PM, 10 PM. American Contemporary News at :55

OVERALL TYPE Contemp.

Indep.  
1510 kc  
5,000 w

-57-

Boston, Mass.  
**WMEX**

Katz

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	LARRY GLICK SHOW	Pop. Contemp.	
6	LARRY JUSTICE SHOW	Pop. - Contemp.	
7			
8			
9			
10	MEL MILLER SHOW	Pop. - Contemp.	
11			
N			
1			
2	DALE WEHBA SHOW	Pop. Contemp.	
3			
4			
5			
6	RON ROBIN SHOW	Pop. - Contemp.	
7			
8			
9			
10	STEVE FREDERICKS SHOW	Int. Disc. Tel. Part.	
11			
M			
OVERALL TYPE		Popular - Contemporary	

Indep.  
680 kc  
50,000w

Boston, Mass.  
**WRKO**

RKO Gen'l Nat'l Sales

RKO General

NAB

AM	PROGRAM	TYPE	COMMENTS
5	JOHN POWERS SHOW (from midnight)	Contemp.	
6	BOBBY MITCHELL SHOW	Contemp.	An affable, Big Bear kind of guy with a deft, light touch to brighten anyone's morning. Combines a good sense of timing and humor with a take-care-of-business on-air sell to please both listener and sponsor.
7			
8			
9	AL GATES SHOW	Contemp.	"Gatesy" is an amusing, human individual with a sharp wit and glib manner. He also has a knack of bringing out the bright side of any situation, an indispensable asset on a mid-morning show. Sincere personal involvement.
10			
11			
N	JOEL CASH SHOW	Contemp.	Around the middle of the day, when the chores start to pile up...the kids get underfoot, Joel's easy, fluid style will set your frantic day back on even keel and buoy you up for the hours ahead. One of the best on-air salesmen.
1			
2			
3	J.J. JEFFEY SHOW	Contemp.	Wild...inventive...uninhibited...exuberant...berserk. Listeners have come to expect a dynamic, vibrant afternoon program filled with the amusing overflow of J.J.'s fertile imagination...and they get it.
4			
5			
6	CHUCK KNAPP SHOW	Contemp.	Corny as it sounds, here's the boy next door...a young man on his way. The many young folks who listen to him are going right along...sponsors too...and everyone is benefitting. Being caught KNAPPING is a good thing.
7			
8			
9	GARY MARTIN SHOW	Contemp.	Happiness is groovin' with your favorite sounds, finding a soul-mate and listening to Gary Martin. He's a guy whose easy style brings the day to a perfect close. Pays very critical attention to detail and paces well for a balanced presentation.
10			
11			
M	JOHN POWERS SHOW (to 6am)	Contemp.	
OVERALL TYPE		Contemporary	
20/20 news, traffic reports, and weather.			

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# BRIDGEPORT

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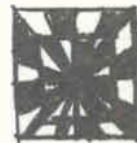
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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.			
WICC	6	38.	6-10a	36.	10-4p	38.	4-8p	24.	8-----6a	80%	50%	5%	10%
	12	36.		34.		36.		20.					
WTAB	6	20.	6-10a	15.	10-3p	20.	3-7p	15.	7-8p	80%	50%		
	12	15.		12.		15.		12.					
	18	14.		11.		14.		11.					
	24	13.		10.		13.		10.					
	36	12.		9.		12.		9.					

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
600 kc  
1,000 w

Bridgeport, Conn.

# WICC

MBS Affil.  
1450 kc  
1,000 w

Bridgeport, Conn.

# WNAB

McGavren-Guild-PGW

NAB

Robert Eastman

NAB

AM	PROGRAM	TYPE	COMMENTS
5	STEVE DINA (from midnight)	Pop.- Stand.	6am-7pm - information and service for all of Fairfield and New Haven Counties. Commuter reports cover trains and highways and airports. Extensive 2-county weather reports every 15 minutes.
6	Tom Whalen 6-10	Pop.- Stand.	Community Calendar on the hour.  Menus of the day and directions on preparation of family meals at 9, 10 and 11am.  Service 6 - several times each hour a 60-second vignette is featured on 25 different subjects including art, birds, books, decorating, travel, fashion, Shakespeare, sports (in season), political commentary.  Weekends: In summer, hourly Marine Weather reports from the WICC boat cruising all over Long Island Sound. Hourly fishing reports by Win Cyrus from his Boston Whaler. Compass - Weekend news feature on entertainment, sports, theatre, concerts, fairs, hiking... 25 five minute reports each weekend. In winter, ski reports once each hour. College reporters from Connecticut schools.
7	Frank Derak 10-3		
	Jerry Knight 3-7		
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			
6			
7			
8	VIN ROBERTS SHOW	Contemp.	News on the hour.
9			
10			
11			
M	STEVE DINA (to 6am)	Pop.- Stand.	
OVERALL TYPE		Popular-standard	

AM	PROGRAM	TYPE	COMMENTS
5	BOB RITZERT SHOW (from midnight)	Album Stand.	Witty chatter & pleasant music for this industrial city's night-people.
6	RAY CARROLL SHOW	Pop. - Stand.	Bridgeport's "leader" for many years, Ray wakes up the metropolitan area with bright music & his own brand of "one-liner" humor addressed to current events & the sponsors' products & services. Full news on the hour & half-hour & headlines & weather and road conditions on the three-quarter hour.
8			
9			
10	SOUNDING BOARD	Talk Tel.Part.	Ray Carroll, Jay Clark, Irene Anderson meet new guests & new topics daily.
11	JAY CLARK SHOW	Album Stand.	"Musical Music" is the order of the day, & Jay has the taste & the experience to choose the best for his mid-day listeners.
N			
1	TALK OF THE TOWN Jay Clark	Talk Tel.Part.	Discussion often turns to controversy as Jay talks to his listeners.
2	AFTERNOON SOUND OF MUSIC	Pop. - Stand.	The brighter sound of up-tempo music keeps pace with drive-time activity as Phil calls on the best of the popular music to accompany his cheerful personality.
3	Phil Cutting		
4			
5			
6	NEWS - SPORTS	Talk	Include area's only local sports.
7	JIM McLEAN	Album Stand. Pop.	Easy-going Jim hosts a full evening of musical entertainment with a blend of the old & new sounds, in his pleasant, relaxed style.
8			
9			
10			
11			
M	BOB RITZERT (to 6 a.m.)	Album Stand.	All-night chatter - bright, witty & pleasant music for city's night people.
OVERALL TYPE		Standard-Popular	

WICC 1/2 millivolt signal is listenable from the Bronx northeast to New London and from Port Jefferson on Long Island's north shore to the outskirts of Hartford. WICC's market (Fairfield and New Haven counties) rank 15th nationally in population. Broadcasts 24 hours a day. Commercial policy - 18 minutes an hour.

News Mutual and/or local on the hour & half-hour...  
Weather at :15 and :45.

"The Sound of the City" reflects local needs, local tastes, local news and public service. A bright mid-road programming with one instrumental for each vocal. N. Y. Mets baseball in season.



# BUFFALO

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WBEN *	52	52.25	6-----	-----8p	32.50	8-12m	37.53	18.53		
	Freq. 104	50.88			30.06		36.54	18.04		
	Rates 156	49.50			29.25		35.55	17.55		
	260	46.75			27.63		33.58	16.58		
	312	44.			26.		31.60	15.60		
							6-8pm			
WBRB	6	27.	6-10a	22. 10-3:30p	27. 3:30-7p	16.50 7-2a	75%	50%		10%
	12	25.		20.50	25.	15.75				
	18	24.50		20.	24.50	15.50				
	24	24.		19.50	24.	15.25				
	30	23.50		19.	23.50	15.				
WGR	6	26.	6:15-9:30	22. 9:30-3:30	26. 3:30-7p	19. 7-1:30a	75%	50%		10%
	12	24.		20.	24.	17.				
	18	22.		18.	22.	16.				
	24	21.		17.	21.	15.				
	30	20.		16.	20.	13.				
WKBW	6	60.	6-10a	50. 10-3p	60. 3-7p	42. 7-10p	22. 10-6a	60%	50%	8%
	12	57.		48.	57.	40.	20.			
	18	55.		46.	55.	38.	18.			
	24	53.		44.	53.	36.	16.			
	30	50.		40.	50.	32.	14.			
WMMJ *	13	9.25	All periods				5.50			
	Freq. 26	8.50					5.			
	Rates 52	7.75					4.50			
	104	7.					4.			
	156	6.25					3.50			
	260	5.50					3.			
	520	4.75					2.50			
1000	4.					2.25				
WNIA	12	(150.)	All periods					3.35	127.50	120.
	18	(213.75)							170.85	170.
	24	(270.)							218.20	216.
	30	(318.75)							257.55	255.
	50	(500.)							404.	400.
WUFO *	13	11.50	All periods					50%		
	Freq. 26	11.								
	Rates 52	10.50								
	104	10.								
	156	9.50								
	260	9.								
312	8.50									
WWOL	3	21.	6:30-10a	17. 10-3p	21. 3-6:30p	15. Other	75%	50%		See Card
	5	19.		15.	19.	13.				
	10	17.		13.	17.	12.				
	15	15.50		12.	15.50	11.				
	20	14.50		11.	14.50	10.				
	25	13.50		10.50	13.50	9.50				
	30	12.50		10.	12.50	9.				
WYSL	6	17.	6-----	-----3p	23. 3-----	-----10p	17. 10-6a	80%	50%	4% 8%
	12	15.			20.		15.			
	18	14.			18.		14.			
	24	13.			16.		13.			

CBS Affil  
930 kc  
5,000 w

-62-

Buffalo, N. Y.  
**WBEN**

ABC Affil.  
970 kc  
5,000 w

Buffalo, N.Y.  
**WEBR**

Henry I. Christal

NAB

H-R

NAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM PROGRAM Al Fox	Talk Serv.	Buffalo radio's only hour-long service program. Commodity & livestock, auctions.
6	CLINT BUEHLMAN	Pop. - Stand.	20 years in this top-rated show, Clint provides weather, time, music and humorous patter. Traffic Central traffic reports throughout. 15 minutes news: 6, 7, 8am 10 minutes at 9 a.m.
7			
8			
9			
10	KEN PHILIPS SHOW	Pop.- Stand	Ken plays popular music on location at area department stores. Games & prizes for shoppers. CBS Dimension 10 minutes news at 10 and 11 a.m.
11			
N	ARTHUR GODFREY	Variety	CBS. 10 minutes news at 12 Noon
1	BILL MASTERS SHOW	Pop. - Stand.	Popular music and comments with news and CBS Dimension features. 10 minutes news at 1, 2, 3 p.m.
2			
3			
4	JOHN CORBETT SHOW	Pop. - Stand.	For the housewife & commuter...weather, time, sports, features & lively music. Traffic Central traffic reports throughout. 10 minutes news - 4 & 5 p.m.
5			
6	WBEN EVENING NEWS	Talk News	Local news, sports, Business, Entertainment 6:35 CBS Specials & Documentaries.
7			
8	STAN BARRON SHOW	Pop. - Stand.	Music, time, weather, business report. Free Form Sports whenever sports happen. News 8, 9, 10, 11, 12 p.m. Headlines 8:30, 9:30, 10:30 11:30 p.m.
9			
10			
11			
M			

OVERALL TYPE

Popular - Standard

15 minute news (local and CBS) 6, 7, 8 a.m., 6 p.m.  
10 minute news (local and CBS) 9 & 10 a.m., 1, 2, 3, 4, 5, 8, 9 p.m. CBS Dimension  
Buffalo Bulls football, U. of Buffalo Football, Buffalo Bisons Baseball, Niagara U. Basketball in season.

AM	PROGRAM	TYPE	COMMENTS
5	SOUND OF THE CITY	Std.Pop.	
6	SOUND OF THE CITY	Stand. Pop.	News on the hour; Sports scores and news headlines on the half-hour; traffic reports from WEBR helicopter - 7:30 to 8:30am. Weather Bank-basically the morning man's rating of the day. Perfect is 100% of \$1. Listeners deposit amt.
7	Bill Kimble		
8			
9	SOUND OF THE CITY	Stand. Pop.	News on the hour; news headlines on the half-hour. Farmers produce reports-10:45; two Household hints per hour.
10	Jerry Glenn		
11	SOUND OF THE CITY Bill Kimble	Stand. Pop.	News on the hour; headlines on the half-hour.
N	SOUND OF THE CITY Carroll Hardy	Stand. Pop.	News on the hour; headlines on the half-hour.
1	SOUND OF THE CITY Jerry Glenn	Stand. Pop.	News on the hour; headlines on the half-hour.
2			
3	SOUND OF THE CITY	Stand. Pop.	News on the hour; sports scores & news headlines on the half-hour; closing stock market report 5:40; traffic reports from WEBR helicopter - 4:30-5:30pm.
4	Carroll Hardy		
5			
6	NEWS & SPORTS	Talk	Newsman C. Bailey
7	RADIO P.M.	Album	Interviews with authors, artists, etc. WEBR News on the hour. Canisius College basketball games. Also highlights of Pres. Johnson or government official speeches or news conferences when available.
8			
9			
10			
11	NEWS & SPORTS	Talk	
M	NIGHT WATCH (to 2am)	Album	

OVERALL TYPE

Standard-popular

News on the hour 6am-11pm. Traffic reports - 7:30-8:30am, 4:30-5:30pm.  
WEBR attempts to provide Western New York listeners with accurate news, weather, sports, etc., plus listenable music which avoids extremes, and features which will be of service. The audience composition is adult.

NBC Affil.  
550 kc  
5,000 w

Buffalo, N.Y.

**WGR**

Indep.  
1520 kc  
50,000 w

-63-

Buffalo, N.Y.

**WKBW**

Katz Taft Broadcasting

Blair Capital Cities Bdcstg.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	FRANK BENNY SHOW	Pop.-Stand.	Frank Benny uses his wit and engaging personality to get Buffalo moving in the morning. Blending the best in today's popular music with comprehensive news coverage, police traffic reports, and prizes for members of "Benny's Bunch", Frank Benny makes getting up and around in the morning almost a pleasure.
7			
8			
9			
10	PHIL WHITELAW	Pop.-Stand.	The newest addition to the WGR staff - a bright, engaging personality who surrounds WGR's music with his own warm humor & special charm.
11			
N			
1			
2	PHIL SOISSON	Pop.-Stand.	Easy going Phil Soisson and more of the WGR blend of fine listening, with music, news and a smile or two along the way.
3			
4	JOHN OTTO SHOW	Pop.-Stand.	Longtime Buffalo favorite John Otto lends his unique humor and wry comments to aid Buffalonians on their way home.
5			
6			
7	PHIL SOISSON SHOW	Pop.-Stand.	Easy going Phil Soisson and more of the WGR blend of fine listening, with music, news and a smile or two along the way.
8			
9	EXTENSION 55	Talk-Disc.	John Otto answers "Extension 55" and gets calls on all subjects. Many evenings feature guests and stay with one subject, i.e. LSD on campus, the John Birch Society, separation of church and state, air and water pollution, etc.
10	John Otto	Tel. Part.	
11			
M			
OVERALL TYPE		Pop.-Standard	

AM	PROGRAM	TYPE	COMMENTS
5	FARM & HOME SHOW Bob Christian	Pop. Stand.	Livestock & produce mkts. report; features from Cornell Agric. Center; music, news, etc
6	STAN ROBERTS SHOW	Pop. Stand.	Pacing, projection, excitement, and sell with Stan Roberts, stepping out into Buffalo homes since 1963. Music selected to get you off on the right foot, mixed with two-man newscasts. Weather and local traffic conditions.
7			
8			
9	FRED KLESTINE SHOW	Stand. Pop.	A landmark in Buffalo broadcasting, Fred has motivated housewives to patronize his clients through his warm approach to the ladies' needs and desires and the client's product. Fred is an outstanding radio salesman.
10			
11			
N	JIM SCOTT SHOW	Stand. Pop.	A salesman of the first order, Jim Scott always has a slightly different approach to a client's product without sacrificing the sell... a real pro.
1			
2			
3	DANNY NEAVERTH SHOW	Pop. Contemp.	The Dan Neaverth scenario has entertained people for the past seven years on KB. Listeners have been known to take the long way home so they wouldn't miss any of his characters. Selling and entertainment is the name of the game. Two-man newscasts, traffic, weather, and sports every 15 minutes.
4			
5			
6			
7	BUD BALLOU SHOW	Contemp.	Filled with an exuberance, Bud lives and breathes broadcasting and approaches every show like opening night on Broadway. One of the highlights is the KB Classic Hour 11-12 pm, where only the best music is played. The show was removed from the air for a time and the station was inundated with mail to continue it.
8			
9			
10			
11			
M	KB PAJAMA PARTY Bob Christian	Pop. Standard Album	A ready wit and fine knowledge of music to keep night owls happy and awake.
OVERALL TYPE		Stand. Pop. Contemp.	

NBC News on the hour. WGR Headlines at :59. WGR Local News on half-hour.  
WGR Radio broadcasts such sports specials as the All-Star Game, World Series, AFL Championship, AFL-NFL Super Bowl Championship Football Game.  
Overall, WGR Radio is a bright, fast-moving station geared to the 20-40 year old, with Ski-copter reports in winter, & direct marine weather reports from the WGR Boat in the Summer.

WKBW Total News every hour on the half-hour. Road reports from sheriffs of 8 counties. Farm reports. Expanded news coverage throughout morning. Headlines on the quarter hr. Two-man newscasts morning and afternoon. On-the-scene reports, voice actualities, special events coverage. Powerful WKBW Radio reaches, motivates, and sells more people than any other radio station in Western N.Y. WKBW is strongly personality-oriented. Music is highly controlled utilizing several music lists for particular periods of the day. Music types will fluctuate with each period of the day.

ABC Affil  
1300 ko  
1,000 w

-64-

Lancaster, N. Y.  
(Buffalo)  
**WMMJ**

Indep.  
1230 ko  
500 w

Cheektowaga, N. Y.  
(Buffalo)

**WNIA**

Vic Piano

Seaport Bdstg.

NAB

Jack Masla

AM	PROGRAM	TYPE	COMMENTS
5			
6	JACK RIVERS	C & W	Jack, a country-western music veteran, is Buffalo's newest personality, and no stranger to a guitar himself. His sincere, warm manner is winning friends daily.
7			
8			
9	BREAKFAST CLUB Don McNeill	Variety	McNeill & his regulars with an occasional guest.
10	STEVE MITCHELL SHOW	C & W	Steve's get-together has the top music & "country classic", as well as the time, weather & Steve's friendly conversation.
11			
N			
1			
2			
3			
4			
5	POLKA BEEHIVE	Ethnic Polish	Stan is the Polish programming expert in Western New York, from 30 years in Buffalo & Detroit radio. Surveys show wide acceptance. Mickey Walter Sports 6:05 - 6:15.
6			
7	HAPPY HARRY POLKA SHOW	C & W	
8			
9			
10			
11			
M			
OVERALL TYPE		Country & Western	

ABC News at :55 - Local news on the hour 5 minutes. Weather throughout the day. Traffic & skiing information aired frequently, when applicable. Complete school closing reports when necessary. News Director, Paul Lotsof, supervises a two-man department. Bright sound of the top country & western hits from the "live 45" & the "country classics" from years gone by, in addition to a religious hymn aired every hour. News twice hourly (local & ABC) & weather four times per hour. Community news announcements & frequent time checks.

AM	PROGRAM	TYPE	COMMENTS
5			
6	WESTERN ROUNDUP Tommy Thomas	C & W	Country & Western Music - Frequent weather changes.
7	TIMEKEEPER Tommy Thomas	Pop. - Contemp.	
8			
9			
10	WESTERN ROUNDUP PART 2 Tommy Thomas	C & W	Country & Western music.
11	MAKEBELIEVE BALLROOM Tommy Thomas	Pop. - Contemp.	Album - Contemporary - Top 40 - Weather changes.
N	1230 CLUB Jerry Jack	Pop. - Contemp.	Contemporary - Popular - Standard - Top 40. Weather changes.
1			
2			
3			
4	JERRY JACK SHOW	Pop. - Contemp.	Contemporary - Popular - Standard - Top 40
5			
6			
7	MELODY CORNER Mike Melody	Request	Music by request (memory tunes - Top 40 - Contemporary, etc.)
8			
9			
10			
	PUBLIC SERVICE	Serv.	Various public service programs. Discussion, etc.
11	SANDMAN SHOW Mike Melody	Pop. - Stand.	Music for late listening pleasure.
M			
		sign-off	
OVERALL TYPE		Popular - Contemporary	

Teletype facilities enable local coverage such as school closings, road conditions, concise weather reports, etc.

Indep.  
1080 kc  
1,000 w

Amherst, N. Y.  
**WUFO**

MBS Affil.  
1120 kc  
1,000 w

-65-

Buffalo, N.Y.  
**WWOL**

Bernard Howard

NAB

Adam Young

Rust Craft Station

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	AL BRISBANE SHOW	R & B	
8			
9	SPIRITUAL INTERLUDES	Gospel	
10	AL BRISBANE SHOW	R & B	
11	GUY CAMERON SHOW	R & B	
N			
1			
2			
3	JERRY B SHOW	R & B	
4			
5			
6			
7			
8			Sunrise to local sunset
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5			
6	GIANT JAMBOREE Lenny Rico	C & W	Lenny Rico produces a lively combination of original wit, listener involvement and bright Country-Modern sounds which includes frequent contest-ettes, opinion polls and request segments. His sound is professionally blended music, humor, news, time signals, school closings and sports. News at :15 and :45 by Dan Phillips.
7			
8			
9			
10	GIANT JAMBOREE Chris McLaughlin	C & W	Chris is a bright new sound is Buffalo, combining housewife-styled humor, household hints, recipies and the finest music featuring the Nashville Sound. Chris is a tasteful personality, fitted perfectly to the intensely interested audience he draws. News at :15 and :45 by Mike Waters.
11			
N			
1			
2	GIANT JAMBOREE Ramblin' Lou	C & W	Ramblin' Lou (Schriver), recording artist, band leader promotor and WWOL Program Director, is a 21 yr. veteran Western New York Country Music Personality. For 4 yrs in a row, Billboard Magazine has selected Lou as the No. 1 C&W figure in Buffalo. News at :15 and :45.
3			
4			
5	GIANT JAMBOREE King Perry	C & W	King Perry, is popular for his wit and humor combined with the best Modern Country Music. King's speciality is his ability to create, almost instantly, the feeling of having been there. News by Tom Sist, an experienced newsmen.
6			
7			
8	GIANT JAMBOREE Dave Snow	C & W	Dave is one of these people you can't help but like. His style, relaxed and his show is chocked full of listener participation, contests etc. Plays requests featuring the best sound in C & W. Music. Dave keeps his listeners informed on the latest events in the field. He has a faithful adult audience.
9			
10			
11			
M			

OVERALL TYPE Rhythm & Blues

OVERALL TYPE Country & Western

Job Mart 8:30 a.m., 5:29 p.m.

Local, regional and national news from WWOL News Center broadcast on the hour. Mutual Network News - five min. on the half hour. Heavy emphasis on strong personalities. Music: 60% current Country hits - 20% past Country hits. Week-ends feature programs of special interest to Buffalo area's large and influential Polish, Italian and German population.



Indep.  
1400 kc  
1,000 w day  
250 w night

-66-

Buffalo, N. Y.  
**WYSL**

Avco Radio & TV

RAB

AM	PROGRAM	TYPE	COMMENTS
5	CHRIS CLARK	Contemp.	(from Midnight)
6	BOB DAY	Contemp.	Traffic reports Mon-Fri. 7:50-8:00-8:10-8:30 from Helicopter.
7			
8			
9	SEAN GRABOWSKI	Contemp.	Housewife Hall of Fame. Best letter from family of housewife of the day gets Mom saluted each hour.
10			
11			
N	JACK MINDY	Contemp.	
1			
2			
3			
4	KHAN L. HAMON	Contemp.	Traffic reports from Heli- copter 4:50-5:00-5:10-5:30 p.m.
5			
6			
7	TIM KELLY	Contemp.	Tim is an entertainer, singer, and songwriter who talks the teen, young adult talk. Most people in Buffalo listen to Tim and react to what he says.
8			
9			
10			
11			
M	CHRIS CLARK (to 5:30 am)	Contemp.	

OVERALL TYPE Contemporary

20/20 news - 2 min. at 20 after hour - 5 min. at 40 after  
hour. 8 min. expanded news at 7:40 am.  
Extensive public service and involvement in city's pro-  
grams.  
Bob Day, Public Service Director was volunteer speaker  
for United Fund during 1967 drive.  
Station on the air 24 hours a day 7 days a week.  
News Dept. first with local news and leader in the city.



# CANTON

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WHBC	5	22. 6-10a	13. 10-3p	18. 3-6:30p	13. 6:30-	6.50 11:30-	75%	50%	4%	10%
	10	21.	12.	17.	12. 11:30p	6. 6a				
	15	20.	11.	16.	11.	5.50				
	20	19.	10.	15.	10.	5.				
	25	18.	9.	14.	9.	4.50				
	30	16.50	7.50	12.50	7.50	4.				
	30	16.50	7.50	12.50	7.50	4.				
WOIO	3	6-9a	8.85 9-10a	19. flat	5-9p		75%	50%	10%	15%
	5	2:30-5p	8.35	11:30-1:30p						
	6	9.60								
	10		7.80		7.50					
	12	8.80								
	18	8.60								
	20				7.					
	24	8.10								
	30				6.50					
	30									

For just **\*\$45** you can have your own copy of the **1968 RADIO PROGRAMMING PROFILE . . .** including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

ABC Affil.  
1480 kc  
5,000 w

-68-

Canton, Ohio  
**WHBC**

Indep.  
640 kc  
1,000 w

Akron, Ohio  
**WHLO**

Alan Torbet Assoc.

NAB RAB

Robert Eastman

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	MORNING GO Karrenbar	Stand. Pop.	News by Steffy & Karrenbar. Farm Markets by Karrenbar. Almanac Weather program.
7	MORNING GO Karrenbar	Stand. Pop.	News & sports by Steffy. Weather by U.S. Froecasters.
8			
9	ABC NEWS MORNING GO	Stand. Pop.	Paul Harvey, News Around the World - Karrenbar
10	BREAKFAST CLUB Con McNeill	Variety	News by ABC
11	MID-DAY Davison	Stand. Pop.	News by Steffy & ABC. Timely Topics by Carol Adams.
N	MID-DAY Davison	Stand.	Weather by U.S. Forecasters, News and Farm Markets by Burnett.
1	MUSIC IN AIR Pappas	Stand.	Paul Harvey News & ABC News
2	MONTAGE Pappas	Stand.	News by Burnett & ABC
3	HOMEWARD BOUND Pappas	Stand. Pop.	News by Burnett & Morrison and ABC. Sports by Muzzy. Stocks by Burnett. Weather by U.S. Forecasters. Pet Patrol by Pappas; Pedals & Keys by Davison.
4			
5			
6	NEWS BLOCK and DINNER SERENADE	Talk- Stand. Pop.	News by Burnett. Sports by Muzzy. Dinner Serenade and Musical Spectrum by Hornyak. ABC News. Fulton Lewis III. Joseph C. Harsch, High School Coaches Show.
7	Hornyak		
8	MUSICAL SPECTRUM Hornyak	Stand. Pop.	News by ABC. High Schools play-by-play football and basketball on Fri. and Sat.
9			
10	TRADIO Hornyak	Talk- Serv.	Swap-shop type of program.
11	VIEWPOINT Morrison	Talk- News	News by Morrison. Sports by Muzzy. News by Hornyak. Viewpoint is telephone show from 11:35 to 1:00am.
M			

OVERALL TYPE Standard-popular

AM	PROGRAM	TYPE	COMMENTS
5			
6	RALPH LOCKWOOD SHOW	Contemp.	
7			
8			
9	JOHNNY ANDREWS SHOW	Contemp.	"Mister Music" they call Johnny in "Hello-Land! The show has lots of music plus that all-important WHLO solid foundation of service and information. This is second nature to Johnny. His inter- est in the WHLO coverage area is tremendous.
10			
N	DOUG PEYTON SHOW	Contemp.	
1			
2			
3	DON STEELE SHOW	Contemp.	
4			
5			
6			
7	JOE CUNNINGHAM SHOW	Contemp.	Joe himself is an easy going lanky young man with an ex- ceedingly agreeable, likeable manner and charm - the Will Rogers home-spun type. The Friends of The Joe Cunningham Show are many and loyal in "Hello-Land".
8			
9			
10			
11			
M			

OVERALL TYPE Contemporary

News at :55 News Headlines at :25 15 min. news-7:45am  
WHLO News Director, Wynn Moore, was recently named by the  
Ohio Bar Assn. as the winner in a statewide competition  
for outstanding local reporting. The award, made at the  
Bar Association's recent meeting at the Cleveland Sheraton  
Hotel, involved a series of editorials researched and  
written by Mr. Moore.

CBS Affil.  
1060 kc  
5,000 w

-69-

Canton, Ohio  
**WOIO**

Gill-Perna

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	MORNING MUSIC HALL	Pop. Stand.	News, M.O.R. music. Sports with Hymie Williams, weather, talk, time checks.
7	Tom Wendell		
8			
9	OIO PARTY LINE Ronnee Furman	Variety	Furman, guests & audience telephone participation. News at 9:00.
10	ARTHUR GODFREY TIME	Variety	Godfrey, orchestra, guests and regulars. News at 10:00
11	MID-MORNING SHOW Tom Wendell	Talk-News Info.	News, weather, talk, Stock Reports, Farm Market News.
N			
1			
2	OIO ROAD SHOW	Pop. Stand.	News, MOR Music, time checks, talk.
3	Lloyd Nollan		
4			
	SPORTS	Talk	Hymie Williams
5	OIO ROAD SHOW Lloyd Nollan	Pop. Stand.	News, MOR Music, time checks, talk
6	YOUNG SOUND	Contemp. Pop. Stand.	Contemporary music, MOR, news, sports
7	Lloyd Nollan		
8			Sunrise to local sunset
9			
10			
11			
M			
	OVERALL TYPE	Popular-standard - Talk	

Incorp. Programs: CBS News on the hour for 10 minutes.  
CBS Dimension - 5 min. on the half-hour.

In the Fall, WOIO broadcasts Cincinnati Bengals football;  
other CBS Sports features, year round. Indianapolis "500"

**GOT AN IDEA FOR US**

**THAT CAN MAKE**

**PLANNING AND BUYING**

**EASIER FOR YOU?**

**TELL US ABOUT IT.**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

## **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# CHARLESTON

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign...quickly, and with great accuracy.

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WGSC	6	12. 6-9:30a	10. 9:30-4p	12. 4-6:30p	Other 50% of Daytime		80%	60%		
	12	11.	9.	11.						
	18	10.	8.	10.						
	24	8.	7.	8.						
	30	7.	6.	7.						
	36	6.	5.	6.						
WQKE *	26	5.80 6a			10:30p	Other 50% discount	75%	50%		
	52	5.60								
	104	5.10								
	156	4.90								
	260	4.60								
	312	4.40								
	520	4.20								
	1040	3.75								
	1560	3.30								
WPAL	12	6.50 All periods							-\$1	-\$1.25
	18	6.25								
	24	6.								
	30	5.75								
	50	5.50								
WQSN *	26	7.60 All periods					75%			
	52	7.20								
	104	6.80								
	156	6.40								
	260	6.								
	312	5.60								
	364	5.20								
	520	4.80								
1040	4.40									
WTMA	12	16. 6-9a	14. 9-4p	16. 4-7p	14. 7-10p	10. 10-1a	80%	50%	4%	8%
	18	15.	13.	15.	13.	9. 5-6a				

CBS Affil.  
1390 kc  
5,000 w

-72-

Charleston, S.C.  
**WCSC**

NBC Affil  
1340 kc  
1,000w day  
250w night

Charleston, S.C.  
**WOKE**

McGavren-Guild-PGW

NAB RAB

Direct

AM	PROGRAM	TYPE	COMMENTS
5			
6	SUNDIAL Cecil Keels Bob Smith	Stand.- Pop.	Standard-popular music format for general appeal, middle-income-and-up audience. News, time, temp., weather, sports.
7			
8			
9	SOUNDTRACK Jim Rourke	Stand.	Standard album music in 10-minute continuous segments. Three spots to a cluster.
10			
11	ARTHUR GODFREY SHOW	Variety	
N	NEWS- FARM	News	Farm news & news 12-12:10.
	SWAP SHOP	Talk	
1	MUSIC BEAT Jim Roarke 1-3 Jack Conerly 3-5:45	Stand. Pop.	The "pulse beat" of the Coastal Carolina area, with the best in music & info. blended by two of WCSC's top music men. Big, bright, beautiful music - contemp.-"non-rock" pop hits, million sellers, standards, Broadway show tunes and potential hit records. Selected for appeal to buying power of market-middle income-and-up housewives.
2			
3			
4			
5			
	MUS.ACROSS THE SEA	Stand.	Pat Gibson-internat'l hits
6	NEWS BLOCK	Talk Tel.Part	All news & info 6-6:30 Tel. Part. 6:30-6:45
	LOWELL THOMAS & CBS NEWS-SPORTS	Talk News	CBS
7	JAZZ-Pat Gibson	Jazz	
8	NIGHTSONG Pat Gibson	Album	All albums...soft, lush, relaxing mood music with accent on instrumental versions of familiar music.  News on the hour...brief, with the exception of 11pm.
9			
10			
11	NEWS-SPORTS-etc.		Complete news round-up.
	NIGHTSONG Pat Gibson	Album	to 12:15am
M			
	OVERALL TYPE	Standard-popular	

CBS or local news on the hour. CBS or local feature on half-hour. Weather watch 20 minutes past the hour. Sports at :45.  
WCSC radio is the dominant news, sports, weather and vital information station in the market. Full time local newsmen - Bob Smith.  
Atlanta Braves baseball games. Originates The Citadel football and basketball networks. Carries U.S.C. and Baptist College basketball. Regular hunting and fishing reports. Major stock car races.

AM	PROGRAM	TYPE	COMMENTS
5	WAKE WITH WOKE AND JEFF WARNER	Pop. Stand.	Morning personality show - local calendar items, news, weather twice an hour, time temperature, sports, etc.
6			
7	LOW COUNTRY MUSICAL CLOCK AND JEFF WARNER	Pop. Stand.	Get 'em off to work on time with local weather :15 & :45, NBC World News Round-Up at 7:30. Morning News Block 8-8:15.
8			
9	JOE PYNE SHOW	Talk- Int.Disc	Joe Pyne with his different guests each day.
10	BREAKFAST CLUB	Variety	ABC's Don McNeill and Breakfast Club gang.
11	NEWS & WOKE PARADE	Talk- Music	News, NBC Emphasis, WOKE Parade.
N	NEWS	Talk	NBC, St.-Lcl.news,sports,etc
	DR. CARL McINTIRE	Relig,	20th Century Reformation Hr
1	AN AFTERNOON WITH RUSS WELBORNE	Pop. Stand.	NBC News on the Hour, NBC Emphasis at :30. Local weather :15 & :45. Time & temp. after each record. Road conditions, traffic congestion reports during peak driving hours. Community calendar, lost & found, etc. scattered throughout the afternoon.
2			
3			
4			
5	NEWS	Talk	NBC News,sports,mkt.reports
	LIFELINE	Talk	Life Line and music
6	JOE PYNE SHOW	Talk Int.Disc	Different guests and topics each day.
7	EVENING WITH	Pop. Stand.	News on the hour, plays popular standards - chats with his night listeners - gives weather at :15 & :45. David Brinkley & Chet Huntley from NBC - World, St. & Lcl. news & weather on the half-hour - Community Calendar twice-an-hour-special news report via telephone & NBC Network-bits of info+humor.
8			
9			
10			
11	JOE PYNE SHOW	Talk- Int.Disc	NBC News on the hour.
M	NEWS & WOKE PARADE	Talk	
	MOON DREAMS	Poetry	Poetry-readings-soft music
	OVERALL TYPE	Talk - Popular-standard	

NBC News, Local news. Laymen's Call to Prayer & sign-off at 1:20am.  
During football season, WOKE schedules 14 regular & 4 Bowl games for college & 26 H.S. games including regional & St. championship playoffs. During regular basketball season, WOKE schedules 40 college games and 24 high school games. Also basketball tournament games-11 college, 36 high school including ACC regional playoffs and AAA high school playoffs. Plus NBC All-Star baseball; World Series; etc.



Indep.  
730 kc  
1,000 w

Charleston, S. C.

**WPAL**

ABC Affil.  
1450 kc  
1,000 w days  
250 w n'ghts

-73-

Charleston, S.C.

**WQSN**

Dore & Allen

Speidel Bdcstrs.

NAB

Adam Young

AM	PROGRAM	TYPE	COMMENTS
5	THE JIMMY STEWART SHOW	R & B	Jimmy Stewart, veteran DJ, joins the select group of WPAL air personalities, starting your day on a happy note.
6			
7			
8			
9	IN THE GARDEN BACK TO THE BIBLE	Relig. Relig.	Bishop David Joiner - inspiration, music, etc. Rev. Epps & the "Back to the Bible Chorus"
10	JOURNEY WITH JOINER	Relig.	Bishop David Joiner, an effervescent air personality - religion & inspiration.
11	THE FLO MYERS STYLE	R & B	Charleston's only female DJ show. Your personality, the lovely and popular Flo Myers.
N			
1			
2			
3	BOB NICHOLS' "BLUES 'N' BOOGIE SHOW"	R & B	South Carolina's first Negro disc jockey, and still far and away the best. This is the one - hard rock - where you don't look, you listen!
4			
5			
6			
7	IN THE GARDEN VESPERS	Relig.	The Vespers version of the renowned "In the Garden" program. Bishop David Joiner closes out the broadcast day with this quiet, restful program of faith, inspiration, & religious music.
8			
9			
10			Sign-off at sunset.
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	RED DROZE (from 11 pm)	C & W	Bright-sounding, fast-paced, tightly formatted show.
6	BOB SCOTT	C & W	Extensive background in Top 40 and Modern Country radio means that things really happen during WQSN's "Up and At 'em" hours. Bob's happy sound literally kicks 'em out of bed with rapid fire banter profusely peppered with one liners.
7			
8			
9	RON CHILDERS	C & W	Ron keeps up the pace with an entertaining show designed to keep the housewives going. Bright patter, fast pace and Modern Country music combine to entertain the audience and sell products.
10			
11			
N			
1	JIM DIAMOND	C & W	One of the most familiar names in Charleston radio, 5 yrs. in the area - a consistent wit and showman. Fast pace and professional timing keep things going.
2			
3	CHARLIE LINDSEY	C & W	An exceptional air man with a keen knowledge of how to blend music and personality within the framework of a tight format in order to get the audience home happy.
4			
5			
6			
7	BILL PLUMMER	C & W	Bill is an imaginative showman, experienced in the art of audience-pleasing. Fast pace, refreshing approach and Modern Country music add up to entertaining evenings on WQSN.
8			
9			
10			
11	RED DROZE (till 6 am)	C & W	Red's name is well known among fans of live Country music in Charleston. Long identified with the music, Red ties it all together into a bright, fast paced, show.
M			

OVERALL TYPE

Rhythm & Blues

100% Negro appeal featuring musical programs of religion and inspiration plus rhythm and blues. Both are presented in equal portions. Programs geared to all segments of buying audience.

OVERALL TYPE

Modern Country & Western

Local and National news at :00 and :30; Complete weather at :15 and :45; Job Opportunities and Bulletin Board at random times. Modern Country Music, tightly formatted. Contemporary presentation. A staff of broadcast professionals who know how to please an audience and sell products. A Contemporary sound with Modern Country Music.

MBS Affil.  
1250 kc  
5,000 w day  
1,000 w night

-74-

Charleston, S.C.

**WTMA**

Robert Eastman

RAB

AM	PROGRAM	TYPE	COMMENTS
5	THE MORNING MAYOR	Pop. - Contemp.	
6	Dave Loyd		
7			
8			
9	CHEF RON CHILDERS	Pop. - Contemp.	"Chef" Childers features new recipes each day, directed toward the housewife.
10			
11			
N	THE JON SMITH SHOW	Pop. - Contemp.	
1			
2			
3	THE CHARLIE BROWN SHOW	Pop. - Contemp.	
4			
5			
6			
7	UNCLE BOBBY NASH	Pop. - Contemp.	
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-contemporary	

5 min- Charleston-Metro news coverage on the hour.  
Mutual news at :30 - six 5 minute locally originated newscasts during traffic hours. Headline Capsules on the hour  
Beeper Phone - Wire Service: UPI. Occasional editorials by station manager. Sportscasts: 8:30 a.m. & 5:30 p.m.  
Complete weather information at :15 & :45.  
Exclusive pure hit-tune radio in Charleston. Top 40 plus 20 golden oldies. Sports play-by-play: 13 high school football games - 2 Darlington Stock Car Races - 2 Daytona Stock Car Races. 125 Public Service announcements per week. WTMA named "Station of the Year" by Charleston JCs

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# CHARLOTTE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WAYS	12	44. 6-10a	39. 10-3p	44. 3-7p	34. 7-9p	27. 9-11p	80%	50%	4%	8%
	18	41.	36.	41.	31.	25. 5-6a				
	24	39.	34.	39.	29.	23.				
	30	37.	32.	37.	27.	21.				
						Other				
						8.				
						7.				
						6.				
						5.				
WBT	6	55. 6-10a	41. 11-3p	45. 3-7p	16. 7-12m	8. 12-5a	80%	60%		10%
	12	53.	37.	42. 10-11a	15. 5-6a	7.				
	18	50.	34.	39.	14.	6.				
	24	48.	31.	35.	13.	5.				
	30	44.	28.	32.	12.	4.				
WGIV	10	14.00 6-9a	11.50 9-3p	14.00 3-6p	11.50 6-12m	11.50 12-1a	75%	50%		
	15	13.50	11.00 5-6a	13.50	11.00	11.00				
	20	13.00	10.50	13.00	10.50	10.50				
	25	12.50	10.00	12.50	10.00	10.00				
WIST	7	11.40 6:29-9a	9.10 9-4p	11.40 4-7p	6.85 Other		75%	50% of 30 sec. rate	15%	20%
	13	10.80	8.60 5:30-	10.80	6.50					
	21	10.20	8.10 6:29 a	10.20	6.15					
	40	9.60	7.60	9.60	5.80					
WKTC	5	7.25 All periods					5.75	50%	Less \$1.25	Less \$1.50
	10	7.								
	15	6.75								
	20	6.50								
WSOC	12	24. 6-10a	17. 10-3p	19. 3-7p	11. 7-12m	11. 12-6a	75%	50%		10%
	18	23.	16.	18.	10.	10.				
	24	22.	15.	17.	9.	9.				
	36	20.	14.	16.	7.	7.				
WVOK	5	16. 6-10a	14. 10-3p	16. 3-7p	14. 7-9p	12. Other	80%	50%		10%
	10	14.	12.	14.	12.	10.				
	20	12.	10.	12.	10.	8.				
	30	11.	9.	11.	9.	7.				

Indep.  
610 kc  
5,000 w day

-76-

Charlotte, N.C.

# WAYS

CBS Affil.  
1110 kc  
50,000 w

Charlotte, N.C.

# WBT

Eastman

NAB RAB

Blair

Jefferson Standard

NAB

AM	PROGRAM	TYPE	COMMENTS
5	J.W. MORGAN	Pop.- Contemp.	J.W.'s all night request show keeps the telephones jumping from mid. to 6 am.
6	JACK GALE	Pop.- Contemp.	A talking gorilla, the Doctor, Lady Hortense, Traffic Inspector Tom Graff, Lope the Folk Singer (all the songs requested sound the same), Dawson Bells the Poet (with recitations from his musty, dusty, old scrapbook). Gale is all of these voices.
9	JACK PRIDE	Pop.- Stand.	Jack Pride's radio experience, big voice and hard-driving work makes him a real veteran in the medium.
N	MEL BLACK	Pop.- Contemp.	Captivating an audience is nothing new to Big WAYS Good Guy, Mel Black. Mel's meelo tone and friendly voice make him popular any time of day. His loyal listeners never miss his show.
4	MIKE GREEN	Pop.- Contemp.	Mike's experience in radio is as varied as his growing-up living places. In his young 25 years, Mike has worked on WHAP in Virginia; WKBK in New Hampshire and WPVA in Petersburg, Va. In the latter job the station went from last place to number one while he was there.
8	LONG JOHN SILVER	Pop. Contemp	Ever since he lost his left eye in an automobile accident-Long John has been known as Long John. He's the early evening voice of WAYS Good Guys and plays those swingin', rockin' tunes that young and old like best.
M	J.W. MORGAN	Pop. Contemp	(to 6 am)

AM	PROGRAM	TYPE	COMMENTS
5	GOOD MORNING CHARLOTTE	Pop.- Stand.	Young bright personality from Nashville - 20 years old. Fresh delivery with fine air production.
6	Mike McKay		
7	TY BOYD SHOW	Pop.- Stand.	Seven years of success in the Charlotte market. Easily, the south's greatest air personality and salesman. His enthusiasm for life and involvement in community is untapped in the industry. Arthur Godfrey's summer replacement. A waiting list of local clients attest to his success.
11	ARTHUR GODFREY	Variety	
11	ART LINKLETTER	Variety	
N	JOHN EVANS SHOW	Pop.- Stand.	John brings to midday an easy-going, warm personality relating to every day routine and problems. Included within the show is a 20 minute noon roundup of news, weather, editorial and markets.
3	RICH PAULEY SHOW	Pop.- Stand.	Rich with the Records is typical of WBT's overall BRIGHT SOUND Format. His irreverent humor, tight production and comedy highlight the drive home and the cooking of the evening meal. An established success in California & Fla.
6	NEWS BLOCK	Talk- News Serv.	Newsday format - news, weather, sports, editorial, interview, Reasoner, Thomas Rizzuto, Edwards and Clifford.
8	BACK TO THE BIBLE-THE WORLD TOMORROW-DAILY BREAD-GLAD TIDINGS	Relig.	
9	BILL CURRY SHOW	Pop.- Stand.	From Canada to the Keys, Bill mixes middle of the road, standards and jazz with his subtle, sophisticated style of humor into one of the best major-market record shows anywhere in the country. Bill is top drawer nighttime talent.
M	NIGHTTIME WITH DOLLIE HOLIDAY	Pop.- Stand.	Syndicated show by the sultry-voiced gal who introduced all girl format.

OVERALL TYPE Popular-Contemporary

OVERALL TYPE Popular-Standard

News at :55  
Newscasts at :20 and :40

CBS & Local News on the hr.  
CBS Dimension  
News/Weather updates each hr.  
WBT has introduced to the Charlotte Market, the concept of total programming in its "Bright Sound" keyed to contemporary young adult Carolina. Anita Kerr station ID's, audience involvement with listener line and continuing audience promotion.

Indep.  
1600 kc  
1,000 w day  
500 w night

Charlotte, N. C.  
**WGIV**

Indep.  
1240 kc  
1,000 w day  
250 w night

-77-

Charlotte, N. C.  
**WIST**

Bernard Howard		NAB	
AM	PROGRAM	TYPE	COMMENTS
5	GOSPEL CARAVAN Manny Clark	Relig.	Charlotte's only Negro radio voice.
6	MANNY CLARK SHOW	Contemp.	
9	HATTY'S HOUSEPARTY Chatty Hatty	R & B Contemp.	
10	GOSPEL ECHOES	Relig.	
11	HATTY'S HOUSEPARTY	R & B Contemp.	
N	NEWS	Talk	
	CURTIS MOBLEY	R & B Contemp.	
1			
2	GENIAL GENE	Relig.	
3	CHATTY HATTY	R & B Contemp.	
4	WILLIE WALKER	Contemp.	
5			
6			
7			
8	ROCKIN' RAY Ray Gooding	R & B Contemp.	
9			
10			
11			
M			

Savalli/Gates		NAB RAB	
AM	PROGRAM	TYPE	COMMENTS
5	JERRY KEARNS	C & W	
6	BOB JONES	Contemp.	Personality plus contemp. music and news twice hourly at :25 and :55. Sports news incorporated in news at :25.
7			
8			
9	JAY DUNN SHOW	Contemp.	Program geared toward the homemaker...features the Housewife Daily Hit Parade based on telephone requests. News at :55 and Comment, in depth look at people & events that affect people in the Charlotte area.
10			
11			
N	ALLEN KING SHOW	Contemp.	Same as the Jay Dunn show, with emphasis on the Golden Oldies from the years 1957 til 1961. Comment is run at :25. News at :55.
1			
2			
3	STEVE CANYON SHOW	Contemp.	Same basic format as the AM traffic show. Geared a little more toward the teen audience than the morning traffic show, but still aimed toward the young buying adults. Comment Education is run at 3:25... other news at :25 and :55. Emphasis on sports during the :25 news.
4			
5			
6			
7	JON FOX SHOW	Contemp. R & B	Strong personality & the top R & B & contemporary hits. Features oldies that have for years been big "Beach" hits. Two hour re- mote broadcast from local night club (midnight to 1 a.m.) with Jon acting as MC for the club as well as the show. There is no news on the Fox Show.
8			
9			
10			
11			
M			

OVERALL TYPE Contemp.-  
R & B

OVERALL TYPE Contemporary

Contemporary music, with the really top R & B hits. Emphasis on the older oldies. Strong personality & lots of music. Strong news, with emphasis on local. The Comment News show causes good local public relations. Response to programming well received by much larger number of adults as well as teenagers. WIST has taken more adult approach to contemporary radio. Also features the listener himself on the on-the-air telephone requests, comments & other promotions.

Indep.  
1310 kc  
1,000 w

-78-

Charlotte, N. C.  
**WKTC**

NBC Affil.  
930 kc  
5,000 w

Charlotte, N.C.

**WSOC**

Vic Piano

H-R Cox Broadcasting

MAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	RON BRYANT SHOW	C & W	Ron wakes up the early morning Top Gun listeners with information & entertainment. He gets them ready for school & off to work. Keeping them abreast of community news, safety driving tips, the weather, and other news to make their day a good one.
6			
7			
8			
9	CHRIS LEE SHOW	C & W	Many business firms keep their radios tuned to the Chris Lee Show. He entertains the working man & makes the housewife's chores a lot easier.
10			
11	TOM BROWNE SHOW	C & W	Tom, with his deep resonant voice, makes it easy on the housewife to prepare lunch & for the husband to enjoy it.
N			
1	MAKE CLOER SHOW	C & W	Mike is the one that keeps the housewife on the go all afternoon, and the husband awake at work. There is never a dull moment. There is always something going on the Mike Cloer Show - contests, prizes.
2			
3			
4			
5			
6	TOM BROWNE SHOW	C & W	Tom comes back again to make driving home from work pleasant and dinner a pleasure.
7			
8			
9			Sign-off at sunset.
10			
11			
M			

OVERALL TYPE Country & Western

News aired at :55...Weather aired at :25...Sports flashes aired at :10. Trading Post: 8:45 - 10:45 - 12:45 - 11:45 - 3:45 - 5:45.

.....95% of WKTC's listening audience is above the age of 21. "Top Gun in Charlotte"

AM	PROGRAM	TYPE	COMMENTS
5	YAWN PATROL Glenn Hamrick	Pop.- Stand	A deep-throated charmer spins wide-awake music.
6	JACK KNIGHT SHOW	Pop.- Stand	Jack Knight goes with the morning coffee just like cream and sugar. Jack gets them out of bed & off to work on time. With an up-tempo combination of music, weather, sports and news. Jack is one of Charlotte's leading air personalities. His "Tranquillizer Tune" for Car-Pool mothers is one of radio's top attractions as is his "Puppy Posse".
7			
8			
9			
10	JOHN HARPER SHOW	Pop.- Stand	John Harper comes across very big in Charlotte Radio with stimulation observations on events of the day and sensible comments. He is a popular man with the housewives. The music bounces along with a happy pace.
11			
N			
1	H. A. THOMPSON	Pop.- Stand	With middle-of-the-road music, H.A. talks to the housewives, helps them with their problems, and interviews celebrities who come through Charlotte. On his Monday afternoon show, H.A. features standards from the 1930's and 40's.
2			
3			
4	JACK KNIGHT SHOW (Tues.-Thurs.)	Pop.- Stand	
5	DOUG THOMPSON SHOW-Mon.Wed.Fri (4 - 8 PM)		
6	RAY GREEN	Pop.- Stand	Playing a combination of sophisticated up-tempo middle-of-the-road music interspersed with major league baseball, tongue in cheek sense of humor and some NBC features. In season, UNC basketball.
7			
8			
9			
10			
11			
M	YAWN PATROL Glenn Hamrick	Pop.- Standard	Program tailored to fit the mood of the all-night workers and insomniacs.

OVERALL TYPE Popular-standard

An up-tempo "good music" station, big bands, top vocalists, as well as adult Top 40 and C&W tunes. NBC and local news with a four-man local news staff. Heavy on sports originating play-by-play of the U. of North Carolina football, Southern Conference basketball, Atlanta Braves Major League baseball.



MBS Affil.  
1480 kc  
5,000 w

-79-

Charlotte, N.C.

# WWOK

Alan Torbet Assocs.

AM	PROGRAM	TYPE	COMMENTS
5	CHARLIE MILLER (from midnight)	C & W	The swing shift's best friend...from trucker to plant worker.
6	MIKE CLOER	C & W	The Morning Mayor in OK Kountry has worked the ranks from Production Dir. to Acct. Exec., now Public Relations Dir. in charge of promotion. Mike is a writer having written for some of Nashville's top stars such as Bill Anderson and Jan Howard. Also sings on some of WWOK's remote broadcasts. 8 yrs. radio experience qualify him for almost everything.
7			
8			
9			
10	RUDY HICKMAN	C & W	Rudy, records and radio. These words are synonymous with our Program Dir. His versatility and love for country music make him a vital part of WWOK. His brilliant personality both on and off the air make him a favorite in OK Kountry.
11			
N			
1	CLOYD BOOKOUT	C & W	A man of many talents ranging from singing and playing the trombone to acting. Cloyd started in radio while still in H.S. in 1953. With years of experience and a love of country music, you can see that Bookout's Lookout Show is a favorite.
2			
3			
4	EDD ROBINSON	C & W	Edd is Production Mgr. for WWOK and is responsible for all of the commercial advertisement heard on WWOK, but with past experience with some of the nation's leading advertising firms, Edd just takes it "Easy" and does a superb job. "Easy Edd".
5			
6			
7	SAM NORMAN	C & W	"Big Sam", a mixture of humorous personality - country music and easy going style. Chief engineer of WWOK. Award winner for farm reporting and more recently for his morning housewife companionship.
8			
9			
10			
11			
M	CHARLIE MILLER	C & W	Charlie turns them on when companionship is really needed.
OVERALL TYPE		Country & Western	

News on the hour and half-hour... MBS & local. Weather at :15 hourly. Sports news at :45 hourly. Tradio - a local call-in public service - 8 times daily. Song of Faith every hour.  
Modern Country Top 40 - rotating format hourly. 73% of the listeners are between the ages of 18 and 40 years based on a listener survey of request calls to station.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# CHATTANOOGA

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

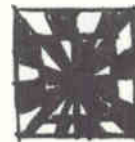
All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WDEF	6		12. 5-6a 10-3p	15. 3-7p	12. 7-12m		75%	50%		
	12		11.	14.	11.					
	18		10.50	13.	10.50					
	24		10.	12.	10.					
	30		9.		9.					
WDOB	5	8.10 All periods					70% (20 sec.)	50%		
	10	5.85								
	15	5.40								
	20	5.15								
	30	4.75								
WDXB * Freq. Rates	26	7.60 All periods					5.30	3.80		
	52	7.20					5.	3.60		
	156	6.40					4.50	3.20		
	365	5.60					4.	2.80		
WFLI	12	12. 6-10a	10. 10-3p	12. 3-7p	7. Other		80%	50%		
	18	11.50	9.50	11.50	6.50					
	24	11.	9.	11.	6.					
	30	10.	8.	10.	5.50					
WMOG	6	10. 7-10a	8. 10-4p	10. 4-6p	8. Other		80%	50%	5%	8%
	12	9.	7.	9.	7.					
	18	8.	6.	8.	6.					
	24	5.	5.	5.	5.					
WMOO * Freq. Rates	52	9.50 6-10a	8.55 10-3p	9.50 3-8p			80%	60%		
	104	9.	8.10	9.						
	156	8.50	7.65	8.50						
	312	8.	7.20	8.						
	624	7.50	6.75	7.50						
	936	7.	6.30	7.						

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

NBC Affil.  
1370 kc  
5,000 w

Chattanooga, Tenn.  
**WDEF**

Indep.  
1310 kc  
5,000 w

-82-

Chattanooga, Tenn.  
**WDOD**

McGavren-Guild-PGW

NAB RAB

Adam Young

Bahakel Brdcstg.

AM	PROGRAM	TYPE	COMMENTS
5	RISE 'N SHINE Buddy Houts	C & W	
6	SUNDIAL	Pop.- Stand.	"The only good reason for waking up lots of mornings" That's the way thousands of Chattanoogaans feel. First by far, in all surveys, for more than 25 yrs..longer than any other morning program now in existence in America. Young Man of the Year in '53, Citizen of the Year in '67. Advertising Man of the Year '68.
7	Luther Masingill		
8			
9			
10	LUTHER & CHOLLY SHOW	Stand. Pop.	The host of the Sundial, Luther Masingill and the host of The Roadshow, Cholly Krause team up to bring Chattanooga listeners the BEST in listening.
11	Luther Masingill Chuck Krause		
N	JACK HATCHER SHOW	Stand. Pop.	Household hints, special interviews, daily food features plus fine music make this a must for listeners.
1			
2			
3	THE ROADSHOW	Stand. Pop.	"Jolly Cholly" - the Jolly Giant of Sound with an entertainment plus show that features the most - the most news-information-sports - interviews - good humor - and music designed for adults who are - and who aren't - "doing things
4	Jolly Cholly Krause		
5			
6			
7	TALK BLOCK	Talk	Sports-Weather-Religion
	WORLD TOMORROW	Relig.	G. Armstrong
8	NEWS	Talk	Public Affairs
	UNIVERSITY TIME	Pop.Alb.	
9	MUSIC MAN	Stand. Pop.	One whale of a night time show with music, interview with interesting people and features throughout the evening.
10	Dick Davis		
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	DAVE SMITH (from midnight)	C & W	For the busy Tennessean on the go.
6	GARY KINES SHOW	C & W	Gary combines the finest in country music with all the latest driving conditions and school information.
7			
8			
9			
10	MAC MCCARTHY	C & W	Congenial Mac is the busy housewife's best friend with good music and warm companionship.
11			
N			
1			
2			
3	STAN TAYLOR	C & W	Stan couples wit with his new breed of energy to maintain his listeners throughout his show.
4			
5			
6			
7	BOB COLLINS	C & W	Bob combines his own library of records and knowledge to keep his listeners better informed of what's happening in the country field.
8			
9			
10			
11			
M	DAVE SMITH (to 6am)	C & W	Nightowl Dave keeps the night lively.

OVERALL TYPE Stand. - Pop.

OVERALL TYPE C & W

Local News at :25 and :55  
NBC News on the hour  
Weather throughout the broadcast day  
Sports stories and scores as they are available  
University of Tenn. Basketball, football.  
A station that delivers ONLY what the people WANT TO HEAR...WHEN they want to hear it!

Basic programming is C & W and has been since January 1965  
WDOD is the area's oldest station since 1925.  
News on the hour and half-hour.

**WDXB**

Indep.  
1490 kc  
1,000w day  
250w night

Indep.  
1070 kc  
10,000 w day  
1,000 w night

**WFLI**

Meeker NAB

Edward Petry Benna Station NAB

AM	PROGRAM	TYPE	COMMENTS
5	LARRY JOHNSON SHOW	Pop.-Stand.	Known as Larry "The Legend" Johnson, this top-notch air air personality is the talk of the town. Larry has acted as MC on special occasions for just about every local civic organization. Larry's show is often controversial, sometimes humorous, but always interesting.
6			
7			
8			
9	LLOYD PAYNE SHOW	Pop.-Stand.	With WDXB since July 1948, the day WDXB signed on the air. Known to most Chattanoogaans as "Neighbor Payne". Frequent time checks, weather info, and continuous news make show a top attraction. Birthday & Anniversary cake awarded daily to two lucky celebrants.
10			
11			
N	LLOYD PAYNE & BRAD STEVENS	Pop.-Stand.	Lloyd and Brad share the spotlight in this time slot to give our listeners the very best in music, news, information and entertainment.
1			
2			
3	MOTOR HOME Brad Stevens	Pop.-Stand.	Brad has a vibrant personality and a personable presentation which has produced quite a following. Good music, along with frequent time checks, traffic info and weather and news headlines.
4			
5			
6	CHATTANOOGA PM Tony Scott	Pop.-Stand.	Tony handles the evening show with skill and ease. On his show you will hear the best in music, frequent time checks, weather info, and all the latest scores in football, basketball and baseball.
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	FARM SHOW Bill Hell	Talk Serv.	
6	WAKE UP WITH DALE	Pop. - Contemp.	Dr. Dale is very active with local civic organizations & is probably one of the mid-South's most liked air personalities - not only is Dale a top air salesman, but he enjoys calling on the client & selling WFLI.
7	Dale Anthony		
8			
9	WFLI COFFEE BREAK	Pop. - Contemp.	Here is a great newscaster & air salesman. Mike is one of our two full-time news directors.
10	Mike King		
11			
N	THE JETT SESSION	Pop. - Contemp.	
1	Tommy Jett		
2			
3	THE HITS WITH NICK-A-LO	Pop. Contemp.	
4	Nick Smith		
5			
6	THE JETT SESSION	Pop. Contemp.	
7	Tommy Jett		
8			
9	THE NIGHT TRAIN	Pop. - Contemp.	
10	Bill Warren		
11			
M	BARRY JAY BUB BELL	Pop. - Contemp.	(to 5 a.m.)

OVERALL TYPE Standard-Popular

OVERALL TYPE Popular - Contemporary

Traffic Tag - 5 times daily.  
News 5 min. before every hr., plus news headlines.  
Sports, Gus Chamberlain 5 min. Sport Shows.  
Atlanta Braves baseball, Atlanta Falcons football.  
Won Tennessee Associated Press News Award for the past 7 years.  
Ten mobile units.

News at :55 - 30 second Sportscope as received. Weather-scopes - 3 times per hour. Trafficscopes hourly.  
WFLI has two full time news directors, 7 two-way, radio equipped, mobile news cars. Plus AP Wire Service, UPI Wire Service, UPI Audio Service & a well-trained staff at gathering & presenting news.

MBS AFFIL.  
1450 kc  
1,000 w day  
250 w night

Chattanooga, Tenn.  
**WMOC**

Indep.  
1260 kc  
1,000 w

-84-

Chattanooga, Tenn.  
**WNOO**

Alan Torbet Assoc.

Dore & Allen

NAB

AM	PROGRAM	TYPE	COMMENTS
5	WILD BILL CARTER (from midnight)	C & W	WMOC "Good Guys" play the top 40 "Town & Country" records, plus 20 to 25 "hot extras"...paving the way for a "much more music" format. Also, one recording from an LP album is featured each hour, plus from 2 to 4 "oldies" per hour.  WMOC features network news from Mutual Broadcasting System as well as local news at :45 minutes past the hour ... a full 10 minutes earlier than any other Chattanooga radio station.  WMOC Key Card numbers are called 6 times daily on WMOC, each number worth \$145.00 cash.
6	BOB RICH	C & W	
7			
8			
9			
10	TOM RAY	C & W	
11			
N	PAUL WHITE	C & W	
1			
2			
3	TOM RAY	C & W	
4			
5			
6	BOB RICH	C & W	
7			
8			
9	PAUL WHITE	C & W	
10			
11			
M	WILD BILL CARTER (till 6 AM)	C & W	
OVERALL TYPE			Country & Western

AM	PROGRAM	TYPE	COMMENTS
5			
6	KINGS KASTLE	R & B	WNOO "rings the alarm" for early risers with R & B and popular music. Time, Weather, Local News. Bright show.
7			
8	BIG NINE JUBILEE	Relig.	Religious music and news
9	FRANK JACKSON	R & B	R & B music directed to Ladies. News.
10			
11	GOSPEL TRAIN Bro. Jackson	Relig.	Brother Jackson with a trainload of Gospel & Spiritual
	YOUR MINISTER	Relig.	Minister speaks on bible
N	DAVE OLIVER SHOW	R & B Pop	Beamed to the ladies with R&B and POP music. Local news items, time and weather.
1	CLARENCE SCAIFE SHOW	R & B	Fast-paced R & B Show. News Contests, weather.
2			
3			
4	"SWEET DADDY" ROLL CALL	R & B	This is a solid seller. ROLL CALL has over 10,000 members adults, and teens. Music is R & B. Some Popular. Fabulous personality. Celebrity interviews.
5			
6			
7			6:00 to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		R & B	

WNOO is the only 100% Negro programmed station in 100 miles area. W-NOO has about 72% of the listening audience at all times. Very strong in civic-community and church affairs. Active in all phases of local govt.- and one of the better liked stations in this market. (PULSE National newscast at :55; Community news at :25; Armed Forces News at 7:25 Mon. Wed. Fri; Time at :15; Weather reports at :05; Sports reports as they happen.



For just **\*\$45** you can have your own copy  
of the **1968 RADIO PROGRAMMING  
PROFILE . . .** including full-year updating  
service. **\*(ADDITIONAL COPY PRICE)**

**BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149**

# announcing the biggest news in new york radio in 25 years...



The doughnut we're talking about is the rich ring of close-in suburbs where they spend more money on more things more often than they do in New York City. You can wrap up this big market in a single efficient and effective radio buy for the first time ever with Greater New York Radio, a powerhouse combination of four of the nation's top suburban stations with audience and impact that stacks up as a brand-new major radio station. It's one buy. One bill. One attractive rate. When you're after the doughnut, it doesn't make sense to put all your money in the hole. Get the full story from your Petry man or from Greater New York Radio. And have your girl keep the coffee hot, we'll bring the doughnuts. GREATER NEW YORK RADIO, 509 MADISON AVENUE. 752-1455.



Indep.  
820 kc  
5,000 w

-88-

Chicago, Illinois

**WAIT**

CBS Affil.  
780 kc  
50,000 w

Chicago, Ill.

**WBBM**

Major Market Radio

NAB

CBS Radio Sport Sales

CBS Owned

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	TRY A LITTLE TENDERNESS	Album Stand.	<p>John Doremus, a long time Chicago radio personality has been with WAIT since 1965. Named "Best Radio Personality" by the Chi. Radio Industry. John was the only Chicago radio personality honored. Time, temp., weather and traffic reports from over 30 telephone-equipped automobiles giving up to the minute reports.</p> <p>The World's Most Beautiful Music includes albums, old standards, popular ballads. The music does not include rock or classical, symphonic or long-hair music.</p> <p>Commercials are clustered on the quarter-hour and music is interspersed with special Community features. These include - "Business Man of the Day" award, the "First Lady of the Day" award, Stock Market reports throughout the day, "Pet Patrol" - a service designed to find lost pets - to report found pets - and a pet adoption service.</p> <p>Each feature is one or two minutes in length.</p> <p>While music is the chief ingredient, the WAIT news department has won the National Headliner Award and just recently the Sigma Delta Chi Distinguished Service Award.</p>
6	John Doremus		
7			
8			
9			
10	TRY A LITTLE TENDERNESS	Album Stand.	
11			
N			
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Album - standard	

News on the hour and half hour plus community features listed above. The "Try a Little Tenderness" concept provides continuous radio enjoyment keyed to the mood of each hour - the warm tender sound of "The World's Most Beautiful Music".

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC 'TIL DAWN	Std., Class.	Jay Andres - from 11:30am
6	NEWSRADIO 78	News Info.	<p>Within this segment are reports by: Alan Crane - Agriculture; Rick Weaver - sports; Art Mercier - outdoors; Dr. Freda Kehm on child care; John Madigan on politics; Dr. Leonard Reiffel - Science. WBBM Weather Command with continuous weather reports oriented for traveling tourists. News on the hour &amp; half-hour plus CBS news programs</p> <p>News on the hour and half-hour plus CBS Network news programs and featurettes. WBBM Weather Command with continuous weather reports oriented for traveling tourists.</p> <p>News on the hour and half-hour plus CBS Network news programs and featurettes. WBBM Weather Command with continuous reports oriented for traveling tourists.</p> <p>Rick Weaver reports.</p> <p>and Worldwide Sports</p> <p>Fishing, hunting, camping, etc</p> <p>News on the hour and half-hour, plus CBS Network news programs and featurettes. WBBM Weather Command with continuous reports oriented for traveling tourists.</p>
6	Dan Price Dale McCarren		
7			
8			
9			
10	ARTHUR GODFREY	Variety	
11	NEWSRADIO 78	News Info.	
N	Mal Ballairs Tom Clark		
1			
2			
3	NEWSRADIO 78	News Info.	
4			
5			
6	NEWSRADIO 78 SPORTS	Talk- Sports	
7	WORLD TONIGHT	Talk	
8	OUTDOORS-A. Mercier	Talk	
9	NEWSRADIO 78	News	
10			
11			
M	MUSIC 'TIL DAWN Jay Andres (till 5:30am)	Stand. Class.	Peabody Award winning program of instrumental and light classical music. Sponsored by Amer. Airlines
OVERALL TYPE		Talk-News-Information; Stand.-Class.	



MBS Affil.  
1,000 kc  
50,000 w

Chicago, Illinois  
**WCFL**

Indep.  
720 kc  
50,000 w

-89-

Chicago, Ill.  
**WGN**

Metro Radio Sales

NAB RAB

Continental Sales

NAB RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	JERRY G. BISHOP	Pop. Contemp.	Jerry G. Bishop is a seasoned performer with a wide background of adult and youth appeal radio. He presents a montage of contemporary music, comedy features and human interest savvy. His show features hit music, traffic reports and Jerry's own people reaching style.	5	ALL-NIGHT SHOWCASE	Album	Franklyn MacCormack
6				MILKING TIME	Serv.	Comprehensive farm news	
7				WALLY PHILLIPS SHOW	Stand.- Pop.	A unique format of conversation and music; traffic reports from WGN helicopters; news on the hr. and half-hr, and zany humor throughout. Since coming to Chicago, Phillips has been the subject of more publicity than any other radio performer in recent Chicago broadcasting history.	
8							9
9	10	COUNTRY FAIR	Serv.	Farm Serv. Dir. Orion Samuelson with farming info, reports and important guests.			
10	JOEL SEBASTIAN				Pop. Contemp.	"Hip swinger" with a bent toward intellectual inquiry into the issues of modern society. Geared to the housewife, show is bright, wild and mentally stimulating with daily conversation line topics & involvement in the music.	11
11		DICK WILLIAMSON	Pop. Contemp.	Williamson is like the "guy next door" with a long track record in Chicago radio. He is light & bright & knows such things as what sex appeal is... where Chicago is going... and what his favorite songs are...a real nice guy			1
1	JIM STAGG				Pop. Contemp.	"Chicago's Million Dollar Music Man" knows all about the music we play and the artists that make the music. Jim travels with the Beatles and knows the Beach Boys well...listeners come to him to find our what's happening.	2
2		RON BRITAIN	Pop. Contemp.	"What will he do next?" Ron brings to Chicago a way-out show full of the subtle and the "Never Before Don on Radio" kind of bits that keep people talking and wondering about his sanity. Skillful blending of music and humor.			3
3	BARNEY PIP				Pop. Contemp.	"Let's have fun!" - "Turn into Peanut Butter", and "The World's Worst Trumpet Player", Barney is loud & quite in tune with the young people of Chicago. He talks about them and vice-versa. Music and fun are the Barney Pip Show!	4
4		DICK BIONDI	Pop. Contemp.	The best in new & old contemporary music and Dick's well known Chicago style.			5
5	OVERALL TYPE				Popular-contemporary	OVERALL TYPE	Varied
6		NORMAN ROSS SHOW	Class.	Music & commentary			
7	MAGIC OF MUSIC				Album	Franklyn MacCormack	
8		ALL-NIGHT SHOWCASE	Album	Exciting hour-long segments of music and conversation. From show tunes to standards to jazz, each keyed to an hour of the evening. One of midwest's most popular shows			
9	M				Franklyn MacCormack		

15 mins. news at 12 noon and 6 pm  
5 mins. of news on the hour  
Total involvement with the people we serve is our goal. We make them laugh, play the music they want, and prod them mentally. We are their friends and WCFL listeners respond to us. They believe us when we say "we're in love with Chicago."

WGN broadcasts news on the hour and headlines on the half-hour. All Chicago Bears football, Chicago Cubs baseball, and Chicago Bulls basketball. College Big 10 football. Traffic reports during drive-times. Stock Market reports throughout the day beginning at 9:30am.

Indep.  
950 kc  
1,000 w

-90-

Chicago, Ill.

# WGRT

Indep.  
560 kc  
5,000 w day

Chicago, Ill.

# WIND

Dore & Allen

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	EDDIE MORRISON SHOW	R & B	Eddie's warm, bright honesty comes through - to you. After years as program dir. and #1 air personality on the East Coast, Eddie is the very heart of "soul" - and his own million-seller record, "Madison Time" proves that Eddie Morrison is synonymous with ENTERTAINMENT. Great Guy Eddie Morrison has generated enthusiastic response from Chicagoland's Negro community.
10	DADDY-O-DAYLIE SHOW	Jazz	Chicago's only jazz impresario on AM radio, Daddy-O has the oldest jazz program in existence in the United States today. In radio since 1948. Listening "Great"
N	LON DYSON SHOW	R & B	28 yrs. young and growing bigger every day! Bachelor Lon's velvet voice caresses WGRT's mid-afternoon audience with a rhythm and blues "feet ticklin'" beat that's got Chicagoland's Negro community calling for more. So Lon makes the scene week-ends too. Musicologist, researcher, skier, numismatist, Lon projects a total personality.
4	MISTER VEE SHOW	R & B	Personality...PLUS, that's Great Guy "Mr. Vee," WGRT's gift to Chicagoland's greater Negro community. 18 yrs. a broadcaster, he has a unique feel for the soul-sound that's right and tight. "Vee" keeps WGRT traffic moving with a bright, up-tempo, AM kinda movin' soul mood that's got 'em groovin' from Waukegan to Kankakee - and from Aurora to Michigan City. "Mr. Vee," another GREAT entertainer!
			5:30am to local sunset

OVERALL TYPE Rhythm and Blues

News (5 mins.) every hour at :20 and :40

Radio Advertising Reps.

Group W

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	NIGHTWATCH (from midnight)	Pop.-Stand	Light, easy chatter with a pleasing blend of music.
6	HOWARD MILLER SHOW	Pop.-Stand.	Some of the freshest and most perceptive commentary in radio. A mixture of hit tunes, up-and-comers and standards. After 20 years, still Chicago's Number 1 morning show.
10	LEE RODGERS SHOW	Pop.-Stand.	A fast, natural wit, Rodgers' popularity stems from his audience involvement, his lively pace, and his often copied humor. Spliced together with the latest and brightest hit records.
1	JIM HOLT SHOW	Pop.-Stand.	Relaxed, easy manner of talk and music. Believes in getting to know Chicagoans and his listeners have had much direct contact with him.
4	BILL BERG SHOW	Pop.-Stand.	Boy-next-door personality that instantly captured Chicago listeners. Alert, quick commentary mixed with compatible drive-home music selections. Amazing audience reactions to small and large promotions.
8	BENSON AND RUSSELL SHOW	Pop.-Stand.	Chicago's newest nightly tandem. Two bantering mimics, humorists, and commentators originating such campaigns as "Help Stamp Out Prime Time Television." Choice, listenable music nicely mingled with restrained buffoonery.
M	THE NIGHTWATCH (till 6 am)	Pop.-Stand.	Chicago's oldest all-night show.

OVERALL TYPE Popular - Standard

5 mins. news on the hour and half-hour.



Indep.  
1160 kc  
50,000 w

Chicago, Ill.  
**WJJD**

ABC Affil.  
890 kc  
50,000 w

-91-

Chicago, Ill.  
**WLS**

Stone Plough Broadcasting NAB RAB

Blair ABC Station NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	DON CHAPMAN	C & W	A brisk up-tempo show with a smooth mixture of 50% hit modern country singles & 50% LP selections--Chapman's successful approach to his audience relies on a spontaneous and bright type of humor coupled with a sincere relationship with the listener.
6			
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9	ROY STINGLEY	C & W	Features current up-tempo C & W tunes & the latest album releases. With 15 yrs as a C&W disc jockey, Roy can draw from the best C&W songs of the past & weaves in the historical events at the time the tunes were most popular.
10			
11			
N	ART NELSON	C & W	A vibrant scintillating show The best top hit modern C&W singles and LP tunes are thoughtfully selected for listening pleasure! Nelson's warm, sincere approach to his audience is interspersed with sparkling wit and bright comments on current events, artists and songs. This is good listening!
1			
2			
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4	HONEST JOHN TROTTER	C & W	A light & humorous show with many one liners dropped in between selections of more modern Country hits. With his experience doing voices for Walt Disney Studios, he carries on a 2-way conversation with a fictional helicopter traffic reporter who is constantly lost.
5			
6			
7	RICH OSBORN	C & W	A warm relaxing program featuring a mixture of the best of C & W melodies, up-tempo C&W tunes, and here & there a soft, tender romantic ballad. Osborn has a vast listening audience who respond to his rich, warm, sincere personality.
8			
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M			
OVERALL TYPE		C & W	

AM	PROGRAM	TYPE	COMMENTS
5	FARM SPECIAL Chuck Bill Jim Wynne	Talk-Serv.	Early morning agriculturalists and listeners.
6	CLARK WEBER SHOW	Pop. Contemp	Show starts the day in fast tempo. Known in the broadcasting business as a "real pro" Clark is a man who gives conscientious attention to detail and technique. Popular mixture of humor, lively music, traffic reports, news and weather. High-ranking show on the Bright Sound of Chicago radio.
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10	BERNIE ALLEN SHOW	Pop. Contemp	The sparkling wit and easygoing personality of Bernie Allen typify WLS sound.
11			
N	MID-DAY NEWS	Talk	Local.regional.national
1	BERNIE ALLEN SHOW	Pop. Contemp	Full of fun-entertaining talk-fast paced music.
2	LARRY LUJACK SHOW	Pop. Contemp	With a way-out sense of humor and a great knowledge of what is happening to teens and young people in Chicago, Larry's style is readily accepted, as well as the "now" things he informs his audience about. Born in Quasqueton, Iowa; graduated from Caldwell H.S., attended Univ. of Idaho, Moscow, Idaho.
3			
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6	NEWS SCOPE	Talk	
7	RON RILEY SHOW	Pop. Contemp	One of the midwest's top rated personalities Ron Riley has made a multitude of fans with his quick wit and distinctive delivery. Voted DJ of the year by 16 magazines.
8			
9	ART ROBERTS SHOW	Pop. Contemp	Uncontested as Chicago's most popular teen & college set DJ. Bright, ingenious personality, Art constantly runs little promotions & contests that seem to deluge the station with mail and phone calls.
10			
11			
M	EAST OF MIDNIGHT Jerry Kay	Pop. Contemp	Poise and professionalism plus a cheery style.
OVERALL TYPE		Popular contemporary	

While WJJD can be classified as a "music station", it is a personality station where the air men can talk freely about history, family anecdotes, current happenings, fan mail, etc. It is not a tight music format. News at :55 and News headlines at :27. Sports scoreboard at :45 in AM and PM drive times.

American Contemporary Radio News :55. Local (5 min) :25. Paul Harvey 8am. Howard Cosell with sports 7:30am. Chicago "Personality Radio" station, WLS the market's top rated station for over 5 yrs. Our personalities are the most sought-after in Chicago and the city's newspapers feature them regularly. WLS completed massive & very successful drive to help dropouts in cooperation with the Chicago Daily News.

**In the Chicago metro area,  
Pulse shows our morning and  
afternoon average drivetime  
audience has more than doubled.**

**In the Chicago  
ARB total survey area,  
our audience has increased  
by 40%.**

**Any other station in Chicago  
could say the same if they had  
Henry Cooke, Mark Edwards,  
our national and local news  
coverage and such good sports.**

**WMAQ 670**  
**NBC RADIO**  
**The Good Life**

**Represented Nationally by Robert E. Eastman & Co., Inc.**

**Sources:** Mon-Fri average ¼ hour adult share of 6-10AM  
and 3-7PM. (Pulse surveys Oct/Nov 1967 to May 1968.)

ARB adult listeners — average ¼ hour of 6-10AM  
and 3-7PM. Oct/Nov 1967 vs. April/May 1968.

NBC Affil  
670 kc  
50,000 w

Chicago, Illinois  
**WMAQ**

Indep.  
1470 kc  
1,000 w

-93-

Chicago, Ill.  
**WMPP**

Robert Eastman NBC Owned Station NAB RAB

Greener, Hiken, Sears NAB

AM	PROGRAM	TYPE	COMMENTS
5	JIM HILL SHOW (from lam)	Pop. - Stand.	All Night Show, Middle of the Road Music, interspersed with short phone interviews
6	HENRY COOKE SHOW	Pop. - Stand.	Informative wake-up program. Includes NBC News-Chicago, Officer Vic Traffic Reports, NBC News on the Hour, Emphasis & sports headlines. Cooke's bright adult music & dry wit ease listeners into their day. A full-service morning package.
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10	PAT SHERIDAN SHOW	Pop. - Stand.	Pat Sheridan has all the right elements: experience, enthusiasm & believability. Current melodies & a generous helping of standards provide the entertainment while NBC News on the Hour, NBC News-Chicago & a full line-up of Emphasis features cover the day's realities.
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2	MARK EDWARDS SHOW	Pop. - Stand.	The Mark Edwards Show is designed for the Chicagoan-on-the-move. Features include NBC News on the Hour, NBC News - Chicago, the Joe Garagiola Show, Sports Shorts and Officer Vic Traffic Reports.
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6	CHICAGO TODAY	News	Floyd Kalber, Ben Grauer, Bob Elson, Huntley-Brinkley, Len O'Connor, Bob Thomas.
7	FLOYD BROWN SHOW	Pop. - Stand.	His easy mike-side manner & enthusiastic salesmanship happily combine with the best, brightest current hits & updated arrangements of standards. Frequent personal appearances & involvement in community affairs have helped him become a major factor in Chicago radio.
8	(White Sox Baseball when scheduled)		
9			
10	NEWS OF THE WORLD AND CHICAGO	News	Respected news presentation of world, nat'l, local news.
11	NBC CHICAGO NEWS	News	Local and regional news.
M	JACK EIGEN SHOW	Talk Int. Disc.	America's most imitated interviewer, questions show business stars & guests.

OVERALL TYPE Popular - Standard

NBC News on the Hour. NBC Emphasis hourly at :30.. Station broadcasts full schedule of Chicago White Sox Baseball games throughout 1968 season.

NEWS OF THE WORLD AND CHICAGO features Bill Ryan and Fred Thomas.

AM	PROGRAM	TYPE	COMMENTS
5	GOSPEL TRAIN Rev. W. L. Lofton	Relig.	Rev. W.L. Lofton is a dedicated Minister and devoted Christian, he conveys this to his audience both on the air and his participation in community & church affairs. Definitely adult.
6			
7	EDDIE HOLLAND SHOW	Contemp	Program Director. A top rated, hard hitting lively air salesman. His show sparkles with time & temperature. His lively wake-up breakfast party captivates teenagers, young adults and drive time audience throughout the area. A definite must.
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11	DR. ROCK SHOW Jim Frazier	Contemp	Jim Frazier-better known to his fans as Dr. Rock. Vet. air man, over 8 yrs. experience & a style that is representative of the typical urbanite. His show is geared to the home makers during the remaining segments. One of the most popular D.J.'s. You just can't miss this one.
2			
3	SWINGING IN THE P M Lewis "J.J. the D.J." Jefferson	Contemp	Lewis "J.J. the D.J." Jefferson - the teenagers idol. He knows their language & talks their talk. Conducts a daily phone check out for all high schools. One of the most talented personalities in the area, he keeps his finger on the pulse of his audience with record hops & personal appearances throughout the area.
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OVERALL TYPE Contemporary

News on the hour and half hour. Community Billboards.

Indep.  
1390 kc  
5,000 w

-94-

Chicago, Ill.  
**WNUS**

Indep.  
1490 kc  
1,000w day  
250w night

Oak Park, Illinois  
(Chicago)

**WOPA**

Katz		RAB	
AM	PROGRAM	TYPE	COMMENTS
5	WNUS MUSIC	Album	<p>WNUS's new sound features the world's most familiar, best-loved melodies of all time. Each hour brings the listener a balanced presentation of tunes he knows, including standards plus newer tunes which will establish themselves as standards in time.</p> <p>Exciting, lush strings such as Percy Faith, Andre Kostelanetz, Hollyridge Strings, Mantovani, and the Boston Pops.</p> <p>Vocalists include the extremely popular Frank Sinatra, John Gary, Anita Kerr Singers, Jack Jones, Barbara Streisand, Andy Williams, Doris Day, and Dean Martin.</p> <p>Spotlighted is the delightful, light and lively music of Herb Alpert, Martin Denny, George Shearing, Ray Conniff, Laurodo Almeida along with the popular bands and orchestras such as Lawrence Welk, Herman Clebanoff, Al Hirt, Felix Slatkin, plus the piano stylings of Ferrante/Teicher, Peter Nero, Roger Williams, and Joe Harnett.</p> <p>WNUS Music is bright and vibrant...glowing with current arrangements of the great standards with a modern flavor.</p>
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M			
OVERALL TYPE		Album	

Vic Piano		NAB RAB	
AM	PROGRAM	TYPE	COMMENTS
5			
6	ESTUDIO 67	Ethnic (Span)	
7	POLISH MORNING BELLS	Ethnic (Polish)	Polish music, news and interviews.
8	CHEF GULINSKI	Polka English	Polka music-news-interviews
9	ELIAS PEREZ SHOW	Ethnic (Span)	
10	DAUKUS LITHUANIAN PROGRAM	Ethnic (Lithuanian)	Lithuanian music, interviews and news.
11	CAS. DE LA ALEGRIA	Ethnic (Span)	Includes Spanish dramas.
N	QUO VADIS SHOW	Ethnic (Polish)	Polish music, records, interviews, news.
1	CALVACADE OF POLAND	Ethnic (Polish)	Special travel features.
2	RELIGIOUS PROGRAMS	Talk-Relig. Eng.	15 minute segments including A.A. Allen, Brother Al and Rev. Schambach.
3	ESTUDIO 67	Ethnic (Span)	
4	NABORHOOD HOUR	Talk-Eng.	Local news and interviews.
5	EUROPE TRAVEL	Ethnic Polish	
6	ITALIAN PROGRAM	Italian	R&F Lyric Theatre (operas)
7	EUROPE TRAVEL	Polish	News
8	ITALIA NUOVA	Ethnic (Ital.)	Italian news, music, interviews.
9	GRUNWALD PROGRAM	Polish	
10	SUNSHINE HOUR AND NEWS	Ethnic (Polish)	15 minutes news daily
11	RADIO MARATON	Ethnic (Span)	There are over 400,000 Spanish speaking people in Chicago.
M	VARIES		
	BILL HILL SHOW	R & B	Rhythm and Blues for the Negro oriented audience.
OVERALL TYPE		Ethnic	

From 5 to 15 minutes of news every hour. WOPA started in 1950 and changed to Negro and foreign language programming in 1952. Over 2,800,000 Chicagoans are members of households in which one of the foreign languages WOPA carries is spoken. Total Negro coverage in Metropolitan Chicago is 1,200,000.

Indep.  
1240 kc  
1,000w day  
250w night

Chicago, Ill.  
**WSBC**

Indep.  
1450 kc  
1,000w day  
250w night

-95-

Chicago, Ill.  
**WVON**

Nat'l Time Sales

NAB

Bernard Howard

AM	PROGRAM	TYPE	COMMENTS
5			<p>WSBC is Chicago's first foreign language station. It has been in continuous service since 1925. The first Spanish language program in Chicago was on WSBC - and it continues to feature fine Spanish personalities.</p> <p>WSBC is located in the center of Chicago's Spanish-speaking community. That community is large and growing by leaps and bounds. It is estimated by the Consulate of Mexico that there are approximately 275,000 Spanish-speaking people in the area.</p> <p>The station's Spanish program directors are respected community leaders who are constantly available for worthy causes and festivals of interest to Mexican &amp; Puerto Rican people. Their programs are particularly effective since listeners are responsive to announcers in whom they have confidence.</p> <p>WSBC's programs feature music, news &amp; frequent interviews with famous Latin artists of radio, TV, motion pictures &amp; stage. Our studios are a focal point for Latin American talent whenever they're in Chicago.</p> <p>Top station personalities are Jose Chapa, Normi Jose Gomez &amp; Enrique Bellagamba. Chapa was a top journalist in Mex. before coming to U.S. He is highly respected for his newscasts &amp; commentaries. Bellagamba has produced theatrical productions with stars from Spain, Mex. &amp; other Latin-Amer. countries. A fixture on Chicago radio, having been on the air for over 15 yrs. He is particularly well known for his work with charitable institutions. Gomez has been in radio for over 20 yrs. in Chi. &amp; his Casa Madrid show has a large responsive audience.</p>
6	SERENATA MATUTINA Jose Chapa	Ethnic (Span)	
7	BOB LEWANDOWSKI SHOW	Ethnic (Polish)	
8	BOHEMIAN MELODIES	Ethnic	
9			
10	ITALO-AMERICAN HOUR Amerigo Lupi	Ethnic (Italian)	
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2	LATIN CLUB OF THE AIR Bellagamba	Ethnic (Span)	
3	VOICE DEL COMMERCIO	Ethnic	
4			
5			
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7			
8	ITALIAN RADIO THEATRE	Ethnic	
9	BOHEMIAN MELODIES	Ethnic	
10			
11			
M			
OVERALL TYPE		Ethnic (varied)	

AM	PROGRAM	TYPE	COMMENTS
5	HIGHWAY TO HEAVEN	Relig.	William "Doc" Lee. Gospel.
6	LUCKY CORDELL SHOW	R & B	Lucky "The Baron of Bounce" and Program Director of WVON is well known to the Chicagoland area. His morning program ratings are at a new high.
7			
8			
9	ED COOK SHOW	R & B	The "Nassau Daddy" romps through the mid-morning as a happy housewives' helper. Ed is a Miami import, highly popular in morning drive time. He could be a "U.S. Daddy" having worked in all four corners of our land.
10			
11			
N	BILL "BUTTERBALL" CRANE SHOW	R & B	Bill "Butterball" ("The High-Priced Spread") started his radio career as engineer.
1			
2	JOE COBB SHOW	R & B	"Joltin' Joe" Cobb, WVON's "Young Blood" came from Arkansas radio to Chicago in 1965.
3	E. RODNEY JONES SHOW	R & B	Began his career as a band musician in Texarkana. Later became a MC., then worked a trick in Kansas City, Mo., moved to KXLW in St. Louis and WBBR in East St. Louis for 8 yrs. In 1962, the "Mad Lad" moved to Chicago joining WVON in 1963.
4			
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6			
7	HERB KENT SHOW	R & B	WVON's "Kool Gent" is a Chicago boy. His first job was with WBEC, Chicago Bd. of Education station. He did dramatic shows, worked with WGES prior to his show on WHFC, WEHS-FM. When WVON arrived, the "Kool Gent" was already there with the experience and a solid radio background. Herb is a real Pied Piper with Chicago's teens.
8			
9			
10			
11	HOT LINE Wesley Scott	Talk-Tel Part	
M	SPIN WITH SPANN Pervis Spann (to 4am)	R & B	The man with the "Basket of Blues" and the tops in pops for the wee small hours.
OVERALL TYPE		R & B	

8 daily - On the Scene with Bernadine (fashions, girl talk).  
11 daily - Aware (public service messages)  
11 daily - What's New (club news)  
11 daily - Editorials  
"The Voice of the Negro" - WVON is the only station in the Chicagoland area completely programmed to Negroes 24 hours a day, 7 days a week.



*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives



# CINCINNATI

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WCIN	10	16.55 6-10a	13.85 10-3p	16.55 3-7p	13.85 7-----	----- 6a	80%			
	15	15.45	12.95	15.45	12.95					
	20	14.50	12.10	14.50	12.10					
	25	13.55	11.40	13.55	11.40					
	30	12.60	10.55	12.60	10.55					
	35	11.60	9.75	11.60	9.75					
WCKY	6	37. 6-10a	34. 10-3p	37. 3-7p	29. 7-----	----- 6a	80%	60%		8%
	12	35.	30.	35.	26.					
	18	31.	28.	31.	23.					
	24	29.	24.	29.	20.					
	30	26.	22.	26.	17.					
WCLU	6	15. 6-9a	10. 9-3p	15. 3-6p	8. Other		75%	50%		
	12	12.	8.	12.	7.					
	18	10.	7.	10.	6.					
	24	8.	6.	8.	5.					
WKRO	6	61. 6-10a	38. 10-3p	44. 3-7p	32.7-8p 28. 8-10p	24. 10-5a	80%	50%		
	12	59.	33.	38.	30.5-6a 26.	22.				
	18	57.	32.	36.	28. 24.	20.				
	24	55.	30.	34.	26. 22.	18.				
WLW	6	70. 6-9:30a	63. 9:30-3p	49. 3-7p	28. 7-12m		80%	50%		
	12	60.	54.	42.	24.					
	18	55.	49.	38.	22.					
	24	50.	45.	35.	20.					
	30	45.	40.	31.	18.					
	36	43.	38.	29.	16.					
	48	41.	36.	27.	14.					
WSAI	12	42. 6-10a	34. 10-3p	42. 3-7p	38. 7-11p	21. 11-1a	80%	60%	3%	6%
	18	40.	32.	40.	36.	19. 5-6a				
	24.		30.		34.	18.				
WUBM	6	20.	20.	24. 3-7p	16. 7-M	8. M-6a	80%	50%	7½%	10%
	12	18.	18.	21.	14.	7.				
	18	16.	16.	19.	12.	6.				
	24	14.	14.	16.	10.	5.				
WZIP	10	18. 6-10a	16. 10-3p	18. 3-6p	16. 6-sign		80%	50%		10%
	20	16.	14.	16.	14. off					

Indep.  
1480 kc  
5,000 w

-98-

Cincinnati, Ohio

**WCIN**

ABC Affil.  
1530 kc  
50,000 w

Cincinnati, Ohio

**WCKY**

Bernard Howard Rounsaville Station

Blair NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	GOSPEL MELODIES Swanson	Gospel	
6	BOB HUDSON SHOW	R & B	
7			
8			
9	WALK IN THE VALLEY Swanson	Gospel	
10	CINDY HAMILTON	Variety	
11	BOB HUDSON SHOW	R & B	
N			
1	GOSPEL CARAVAN Swanson	Gospel	
2			
3	TOM HANKERSON SHOW	R & B	
4			
5			
6	JACK PORTER SHOW	R & B	
7			
8			
9	DICK PIKE SHOW	Jazz	
10			
11			
M			

OVERALL TYPE Rhythm & Blues & Gospel

News at :55

AM	PROGRAM	TYPE	COMMENTS
5	ROAD SHOW Don Hiles(midnt)	Pop.Std	For motorists & non-sleepers
6	DON ROSS SHOW	Pop. Stand.	Joined WCKY Aug.1965 after 2 yrs. in all phases of operation at WSIU-FM;staff announcing at WCIL; being an air personality and special feature shows on WTRC-during which time he was also on WSJV-TV, then WLKV-TV & WINN Radio as on the air performer as well as creator of material for both media.
7			
8			
9	BREAKFAST CLUB Don McNeill	Variety	
11	DICK COUSINS SHOW	Pop. Stand.	Entertaining WCKY personality. Show includes comments about the trials and tribulations of married life with his real-life wife Carol "Irish" the innocent "heavy". His family also includes 7 children, all of whom have names starting with the letter "M".
N			
1	FRANK HATHAWAY, JR. SHOW	Pop. Stand.	Experienced as program director & announcer at a number of Midwestern stations-most recently WLAP, Lex. Ky. Show moves at a brisk clip with proper proportions of music, wit and timely conversation.
2			
3			
6	NEWS BLOCK ABC & LOCAL	Talk-News	Sports Eye-Compass-Editorial-Paul Harvey News-Alex Dreier-Tom Harmon-Bob Conside-Morgan & Schenkel.
7	DAVE HOWE SHOW	Pop. Stand.	A former professional photographer, as well as cartoonist who has had his work appear in various magazines, Dave attended schools in New York -- University of Rochester, the Museum of Modern Art, the Art Students' League, and the Announcer Training Studios.
8			
9			
10	ROAD SHOW Don Hiles (to 5:30am)	Pop. Stand	Don converses and spins platters through the night for countless listeners.
11			
M			

OVERALL TYPE Popular-standard

5 min. ABC News at :55. Paul Harvey at 8:55. WCKY local news (5 min) on the hr.-between 6-9am also the half hour ABC Reports (5 min) 12:25 & 2:25pm. Weather :20 & :40-between 6-9am & 3-6 :10 & :50. Sports at :15 3-6pm and 3:45 & 5:45. Ed Kennedy on Sports 4:35. ABC Reports 8:25, 9:25. Editorial 8:10. Religion 12-12:30. WCKY broadcasts all Cincinnati Reds baseball games, Royals basketball, Xavier Univ. basketball, Cleveland Browns football, Notre Dame football in season.

Indep.  
1320 kc  
500 w

Cincinnati, Ohio

**WCLU**

Indep.  
550 kc  
5,000 w day  
1,000 w night

-99-

Cincinnati, Ohio

**WKRC**

Adam Young

NAB

Katz

Taft Station

AM	PROGRAM	TYPE	COMMENTS
5			
6	COUNTRY TIME	C & W	Modern Country music format...Combines loyalty and responsiveness of old country music programming with an up-to-date modern approach. Music with grass-roots origin, but dressed up with arrangements that reflect today's beat and musical taste.
7	Jimmy Logadon		
8			
9			
10			
11			
N	COUNTRY TIME	C & W	
1	Bob Scott		
2			
3			
4			
5			
	YOUR TOWN		
6			Sunrise to local sunset
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	LARRY BRUNNER SHOW	Pop. Stand.	From 1-6am except Sat., 1-7am. Sun.
6	MAGAZINE OF THE AIR	Pop. Stand.	Top rated radio show, on air 16 yrs. Interesting, little known stories prepared by Stan, coupled with music. A friendly, informal program, offering as great a variety of interesting subjects as several hours' reading of a good magazine. Sections are devoted to music that's rhythmic and melodic. Four regular newscasts presented.
7	Stan Matlock		
8			
9			
10	JERRY THOMAS SHOW	Pop. Stand.	Highly rated show with popular Jerry Thomas. He has unusual talent for voice characterizations - Granny & the hilarious Chinese weatherman, Usual Lee Wong. Over 38,000 members of Goodie Cat Club. Listeners attempt to answer telephoned questions for sponsors provided prizes.
11			
N			
1			
2	KALEIDOSCOPE	Pop. Stand.	As name implies, show is a blend of good music, conversation, and features. Celebrity interviews are segmented throughout the show. Program also features bits on Cincinnati history, Waite Hoyt with baseball & sports memories, stock mkt., weather news, and "Carpool Quiz.
3	Bob Jones		
4			
5			
	*KALEIDOSCOPE REPORT	News	see below
6	WILL WITH A WAY	Talk-Tel.Part.	Unique Do-It-Yourself telephone show, hosted by Will. On the spot answers.
7	Will Warren		
8	PARTYLINE	Talk-Tel.Part.	On the air for 12 years. Features guest experts.
9	Dan Young		
10			
11			
M			

OVERALL TYPE Country & Western

OVERALL TYPE Pop.-Standard

News on the hour. Headlines on the half hour 24 hrs. Univ. of Cincinnati football and basketball games. \*Complete sports, business and stock market news; Ohio and Kentucky Reports direct from the respective state capitols; Perspective and an editorial. 15 min. national, international and local newscast is an integral part of the show. Bob Jones, Dan Young, Daryl Parks, Waite Hoyt, Bill Patterson, Mike Frogg

NBC Affil  
700 kc  
50,000 w

-100.

Cincinnati, Ohio

**WLW**

Indep.  
1360 kc  
5,000 w

Cincinnati, Ohio

**WSAI**

Avco Radio TV Sales

Avco Brdcastg.

NAB

Robert Eastman

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	GOOD MORNING	Pop. - Stand.	Music, news, weather, agric.-business, vignettes, farm news.
6	JAMES FRANCIS PATRICK O'NEILL	Pop. - Stand.	Bright, breezy host introduces pop.-standard tunes. 10 minute news roundup at 7:30. News on the hour & half hour. Weather & sports reports.
7			
8			
9			
10	PAT PATTERSON SHOW	Pop. - Stand.	Lively music & talk show. News on hour & half-hour. Agric.-business vignettes, market reports, weather in final half-hour.
11			
N	50-50 CLUB	Variety	Cliff Lash Band and famous WLW live talent entertain. Top Hollywood screen and stage stars are guests.
1	Bob Braun		
2	PAT PATTERSON SHOW	Pop. - Stand.	Lively music & talk show.
3	RICHARD KING SHOW	Pop. - Stand.	Popular music plus King's witty comments. Capsule news reports, weather, sports, news. Exclusive Helicopter Traffic service with Lt. Art Mehring.
4			
5			
6			
7	GENE PACKARD SHOW	Pop. - Stand.	Music, news on the hour & half hour, sports reports weather forecast.
8			
9			
10			
11	MOON RIVER	Album talk	Program on the air since 1930.
M	MUSIC TIL DAWN Lee Stewart	Stand. Lt.Class	Peabody Award winning show on WLW 12 years.

OVERALL TYPE

Popular - Standard

AM	PROGRAM	TYPE	COMMENTS
5	BUD STAGG SHOW (from midnight)	Contemp.	Multi-talented Bud has worked thousands of hops for teens; done night club comedy.
6	JIM SCOTT SHOW	Contemp.	Jim joined WSAI after experience at WKBW, Buffalo and KGB, San Diego.
7			
8			
9	JONATHAN SUMMERS	Contemp.	Jonathan came to WSAI from WKLO, Louisville, Ky.
10			
11			
N	WALT TURNER SHOW	Contemp.	Walt joined WSAI as News and Sports man. Is now entertaining housewives.
1			
2			
3	ROY COOPER SHOW	Contemp.	In May of 1964, Roy was offered a position as Program Director of WNDR in Syracuse, N.Y. Following WNDR, he moved to WPOP, Hartford, Conn. In Sept. 1965, Roy joined WSAI as the early afternoon man.
4			
5			
6			
7	LARRY CLARK SHOW	Contemp.	Larry is a native Ohioan and patterns his show after the tastes of the Queen City. Began his career in a small town near Cincinnati, went to work in Columbus, Ohio and then joined the WSAI staff.
8			
9			
10			
11			
M	BUD STAGG SHOW	Contemp.	Bud has worked thousands of hops for teens; done night club comedy.

OVERALL TYPE

Contemporary

NBC News on the Hour - Local News on the half-hour - Sports reports usually at :15 - Weather reports usually at :45 - Helicopter Traffic reports 7:10 to 8:40 a.m., 4:10 to 5:40 p.m.

News/weather - 5 min. on the hour. Weather capsules at :15 & :45. Traffic reports am & pm drive. WSAI Award Winning News Staff; Rod Williams - News Dir., and News Editors Jack McCoy, Paul Rogers, Jack Stahl. Ohio State Bar Assoc. Radio Award for outstanding news coverage to WSAI for 1962-66. Only station in Greater Cincinnati area serving listeners with both AP and UPI.

Indep.  
1230 kc  
1,000 w day  
250 w night

Cincinnati, Ohio  
**WUBE**

ABC & MBS Affil.  
1050 kc  
1,000w

-101-

Cincinnati, Ohio  
**WZIP**

McGavren-Guild-PGW

NAB RAB

Alan Torbet Assocs.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	MIKE SCOTT SHOW (from midnight)	Pop. - Contemp.	50,000 all-night shift workers on the job.
6	GARY CORRY SHOW	Pop. - Contemp.	It's get-up-and-go time with Gary! Those little stabs of humor, laced with important drive-time news and traffic information, create a solid three hours of top-flight entertainment.
7			
8			
9	NICK ANTHONY SHOW	Pop. - Contemp.	Mama relaxes with that blessed second cup of coffee, as Nick comes on warm and natural...just talks to 'em...yet keeps the show moving with smooth professionalism.
10			
11			
N	WAYNE SHANE SHOW	Pop. - Contemp.	No afternoon slowdown here! Wayne packs a punch as the world relaxes and gets set for frantic drive-time... but his punch is subtle and does the entertaining job of making listeners happy!
1			
2			
3			
4	BIG AL LAW SHOW	Pop. - Contemp.	The teens let out of school and to greet them is Big Al! Our most requested personality at teen functions and hops, Al has that "groove"...that "sock it to 'em" cookin' approach that young people dig.
5			
6			
7			
8	BWANA JOHNNY SHOW	Contemp.	Then we get down to the nitty-gritty. Bwana Johnny is "what's happening baby" during Cincinnati night-time. Bwana is star-material, and slams it home as only the young-at-heart can understand.
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	ALLAN PECK SHOW	C & W	Young and alive with sharp humor, Allan Peck greet the early birds and gets Cincinnati off to a good start of another day. The happy sound of the top country music from the "1050 Survey" Local news at :55, Mutual News on the hour and ABC news on the half-hour.
6			
7			
8			
9			
10	JIMMY LOGSDON SHOW	C & W	Jimmy Logsdon's sparkling wit keeps the midday moving with the bright sound of country music...plus topics of interest to all of Cincinnati. ZIP Country Listens
11			
N	GOOD NEIGHBOR PAUL HARVEY LIFELINE	Talk- News Info.	
1	JIMMY LOGSDON SHOW	C & W	
2			
3	BOB TIFFIN SHOW	C & W	Speeding up the afternoon with news and information, Bob's special brand of humor plus good country music.
4			
5			
6	TOM HARMON SHOW	Sports	Up-To-Date sports reports.
7	JERRY KIEFER SHOW	C & W	The nighttime voice of the country giant has gathered a loyal audience of country music fans. Local news and sporting events keeps ZIP country listeners well-informed.
8			
9			
10			
11	GRAND OLE OPRY	C & W	From Nashville
M			

OVERALL TYPE Pop. - Contemp.

OVERALL TYPE Country and Western

News at :40. Public affairs spots periodically.

Local news at :55. MBS on the hour. ABC on the half-hour. Local Sports. Indianapolis 500. Racing from River Downs. Notre Dame Football. NFL Cleveland Browns. Xavier University Football and Basketball. Programming is Modern C&W with strong personalities in a tight modern vein...strong emphasis on audience participation with contests and promotions.



*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# CLEVELAND

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

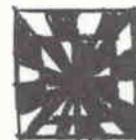
All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
WABQ	12	13.40	All periods				10.55	6.70							
	18	12.60					10.10	6.30							
	24	11.90					9.55	5.95							
	36	11.20					9.00	5.60							
WRE	*20	35.	6-10a	25.	10-3p	35.	3-7p	19.	7-11	50% of Evening	75%	50%	10%	20%	
	40	34.		24.		34.		18.							
	60	33.		23.		33.		17.							
	80	32.		22.		32.		16.							
*per month															
WGAR	6	55.	6-10a	40.	10-3p	45.	3-7p	30.	7-10p	25.	Other	80%	60%	5%	10%
	12	50.		35.		40.		25.		20.					
	18	45.		31.		35.		23.		17.					
	24	43.		29.		33.		22.		16.					
	30	40.		27.		30.		21.		15.					
WHK	12	50.	6-10a	40.	10-4p	45.	4-8p	25.	8-12m	12.	12-6a	80%	50%		10%
	18	45.		35.		40.		20.		10.					
	24	40.		30.		35.		18.		8.					
WIXY	6	40.	6-10a	34.	10-3p	40.	3-7p	34.	7-11p	25.	11-1a	80%	60%	4%	8%
	12	36.		30.		36.		30.		22.					
	18	34.		26.		34.		26.		19.					
	24	32.		24.		32.		24.		17.					
WJMO	6	24.	6-9a	19.	9-4p	24.	4-7p	14.	7-12m	12.	12-5a	80%	60%	10%	15%
	12	23.		18.	5-6a	23.		13.		11.					
	18	22.		17.		22.		12.		10.					
	24	21.		16.		21.		11.		9.					
WJW	5	60.	6-10a	45.	10-3p	50.	3-7p	27.	7-11p		11-6a	80%	50%	See	Card
	10	55.		40.		45.		22.		12x - 75.					
	15	50.		38.		41.		18.		18x - 108.					
	20	45.		34.		39.		16.		24x - 132.					
	30	42.		28.		36.		14.							
WKYC	6	60.	6-10a	40.	10-4p	50.	4-8p	31.	10-12m	5.	12-5:30a	80%	50%		
	12	55.		35.	8-10p	45.		28.	5:30-6a						
	18	50.		30.		40.		24.							
	24	45.		25.		35.		20.							

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1540 kc  
1,000 w

-104-

Cleveland, Ohio

**WABQ**

CBS Affil.  
1300 kc  
5,000 w

Cleveland, Ohio

**WERE**

Bernard Howard Booth Broadcasting

CBS Radio Spot Sales

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	"HOT DOG" SHOW	R & B	
8			
9			
10	MARY HOLT SHOW	Gospel	17 years on radio in Cleveland.
11	RING-A-DING	Talk-Tel.Part.	
N	KING CURTIS SHOW	R & B	
1			
2			
3	MIKE PAYNE SHOW	R & B	
4			
5			
6			
7	JIMMY O'JAY SHOW	R & B	
8			
9			Sunrise to local sunset
10			
11			
M			

OVERALL TYPE R & B

AM	PROGRAM	TYPE	COMMENTS
5	Nightline Mike Adams	Talk Tel-Part.	Conversation on any subject
6	MORNING WATCH Howie Lund	Talk News Info	This program accents news features, with helicopter traffic reports, CBS News, Pinpoint weather service, with feature programs on science, sports, business - plus personal comment and occasional editorials. From 9 to 10 a.m. guests are interviewed and the phone lines opened to callers.
7			
8			
9			
10	ARTHUR GODFREY	Variety	CBS Program. Music, guests, humor
11	BILL RANDLE	Talk Tel.part.	From 11:10 until Noon, and from 1 to 2 p.m. the program features SWAP AND SHOP, a personal classified column conducted by phone. - From 2 to 4 p.m. ASK YOUR NEIGHBOR, open telephone line with household and personal problems and solutions. - Noon til 1 - selected contemporary music.
N			
1			
2			
3			
4	INFO	Talk News Info	Local news with Bob Campbell Bob Eastman, Laura Lane, and reports from Hugh Danaceau. 4:15 to 4:40 is OPINION LINE with call-in comments on the news. Business, sports, TV, Film, Theater criticism. CBS News and local features.
5			
6			
7	SPORTSLINE	Talk Sports Tel.part.	Discussion with listeners about sports. Occasional guests.
8	Pete Franklin		
9	BARRY FARBER	Int.Disc	Syndicated talk show with controversial guests.
10	CBS Features	Talk	News-slanted features
11	STUDIO 13	Talk- Int. Disc. Tel. Part.	Selected guests are interviewed, then open to call-in questions.
M	NIGHTLINE Mike Adams	Talk Tel.part.	Open-line talk show with telephone call-ins.

OVERALL TYPE Talk-News-Information

WABQ Tigeradio. Harrison Dillar, two-time Olympic Track champion, is WABQ's Sports Director. Headlines at :07, :22, :37, and :52 after each hour. Sports with Harrison Dillars - 5:50-5:55 PM.

During the Baseball season (Mid-April to end Sept.) Cleveland Indians Baseball generally from 7:30 to 10:30pm Mon. - Fri. Sportsline follows to 11:30pm, followed by Barry Farber. Weekend Football, in season: Ohio State and Notre Dame games. Local race results. CBS News and features throughout the day. Heavy schedule of local news features and documentaries; talks. Helicopter traffic reports in drive time.

ABC Affil.  
1220 kc  
50,000 w

-105-

Cleveland, Ohio

**WGAR**

Blair Peoples Brdcstg. Station NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	WOM ARMSTRONG SHOW	Pop. Stand.	Strong well-known personality in same time slot for over 10 yrs, has been wakin resident of Northern Ohio and making them like it. AFTRA Award winner for "Best Popular Radio Show" & #1 studio announcer in three Cleveland Press polls "Word for Today" feature in morning show became regular item by listener demand. Produced-presented "Calling All Cars" since 1951. Models-maintenance.
7			
8			
9			
10	BREAKFAST CLUB Don McNeill	Variety	Long-standing ABC program.
11	LADIES DAY Betty Ott	Talk-Int.Disc	Cleveland's only women's program, produced by WGAR's Women's Dir. Heavily sold.
N	BILL COLLINS SHOW	Pop. Stand.	Warm, friendly show with a bit of chatter from such sources as the "Collins Catalogue of Off-Beat Information". Interviews, visiting celebrities. Paul Harvey News 1-1:15pm.
1			
2			
3	TED HALLAMAN SHOW	Pop. Stand.	"Tall Ted" dishes out his unique sense of humor... including his "alter egos" ...Granny, Dmitri Popadopolous, Shorty Vincent, Suedes...characters he has created to add zest to his patter. One of Cleveland's funniest airmen.
4			
5			
6	NEWS BLOCK	Talk-News	Complete roundup of day's news & sports info; late stock mkt. info and various commentary and feature programs from ABC and lcl.
7			
8	OPEN FORUM Sid Andorn	Int.Disc Tel.Part	Callers address questions to guest experts.
9	MUSIC AFTER DARK	Stand. Pop.	Joe has more than twenty years of broadcasting - all in hometown Cleveland. Music in medleys for late evening background listening.
10	Joe Black		
11			
M			
OVERALL TYPE		Popular-Standard & Talk	

12-12:15 Noon News with Charles Day.  
News at 6, 6:25, 7:15, 8, 9, 9:55, 10:55, 11:55am  
12:55, 1:55, 2:55, 3:55, 4:55, 6:55, 7:55, 8:55, 9:55  
and 10:55pm

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# WHK PLAYS THE CLEVELAND BROWNS

All season



**WHK/1420**

The Good Life  
Metromedia Radio in Cleveland  
Represented by Metro Radio Sales



Indep.  
1420 kc  
5,000 w

Cleveland, Ohio

**WHK**

Indep.  
1260 kc  
5,000 w

-107-

Cleveland, Ohio

**WIXY**

Metro Radio Sales      Metromedia Station      NAB      RAB

Robert Eastman

NAB

AM	PROGRAM	TYPE	COMMENTS
5	LEE GRAHAM (from midnight)	Pop.	Total format called THE GOOD LIFE. Heavy college oriented.
6	RONNIE BARRETT	Pop.	A household word in Cleveland and the private society of housewives. On the air here for eleven yrs. A nightclub performer with piano and song. Does many society parties as host & entertainer. Off the cuff humor is common place but crisp. Constantly in newspaper articles in both papers.
7			
8			
9			
10	AL JAMES	Pop.	"Housewife of the Day" chosen from nominations of friends & family. Next-door neighborish with literal approach to housewife as friend. Public Service Dir. of WHK, closely involved with many community organizations.
11			
N			
1	BILL COLLINS	Pop.	15 yrs. experience broadcasting to THE GOOD LIFE. Articulate, bright personality with wide range of interest (astronomy, sports, printing, cars), outstanding academic background (Phi Beta Kappa at Ohio St). Publishes newsletter for fans.
2			
3			
4	PAUL KING	Pop.	Heavily sports oriented. Don Calo & Gib Shanley sports daily. Former Program Dir. before joining Metromedia. Variety of accounts.
5			
6			
7	JERRY LEE	Pop.	Sensible humor with current events twist. Former Program Dir., held on-air positions in Los Angeles, St. Louis, Ft. Worth. Bright, adult.
8			
9	ALAN DOUGLAS TWO-WAY RADIO	Talk-Tel. Part.	Appears on Kaiser UHF Sat. 27 yr. vet has won many awards... "Alcoholism" special, example of previous award citations. Program has Producer, follows Metromedia talk concept (KLAC, Los Angeles).
10			
11			
M	LEE GRAHAM (to 6am)	Pop.	Total format called THE GOOD LIFE. College oriented.

AM	PROGRAM	TYPE	COMMENTS
5	JERRY BUTLER SHOW (from midnight)	Contemp.	Jerry features the top tunes and also plays some of the new experimental music.
6	THE JOE FINAN SHOW	Contemp. Talk-Tel. Part	Joe Finan returned to Cleveland to join WIXY with a part music, part talk show. He was the number one air personality 8 years ago and is fast becoming the number one Morning Man in Cleveland. Politics, sex, education, local issues, and today's music make the Joe Finan Show the most controversial program in Cleveland.
7			
8			
9			
10	JOHNNY MICHAELS	Contemp.	Johnny Michaels has a way with the ladies. His easy-going delivery and sense of humor make the mid-morning easier for his listeners. It's good, easy listening and information for the lady of the house.
11			
N			
1	LARRY "THE DUKER" MORROW	Contemp.	Larry has a strong baritone voice and a personable delivery. There is something for everyone - entertainment, music, news, weather, traffic reports and the like. The music is linked with good company.
2			
3			
4	LOU "KING" KIRBY SHOW	Contemp.	Low "King" Kirby's quick wit mixes well with late afternoon listeners. He leads drivers out of the rush hour jungle with good comedy and music, news and traffic conditions. Whether they're going home from work or school, the audience goes with Lou "King" Kirby.
5			
6			
7			
8	DICK "WILDE CHILDE" KEMP SHOW	Contemp.	The long, tall Texan brings "down Home" humor together with today's music and the result is the most listened to show on radio in Cleveland. Dick is a competent showman and never lets up. Young and old alike listen to the patter of "The Wilde Childe", Dick Kemp.
9			
10			
11			
M	JERRY BUTLER	Contemp.	Jerry Butler keeps all-nighters informed and entertained - music, requests, etc

OVERALL TYPE      Popular

OVERALL TYPE      Contemp.

News :55 & :25. "Newsmaker" call to major news source aired immediately. "Freeform" news concept dictated by flow of events, complements regular reports twice each hour. Station is flagship for The Cleveland Browns Radio Network. GOOD LIFE concept, newest in nation, combines with Metromedia talk "Two-Way" in novel fresh approach. Sinatra, Alpert, Steve & Edie, Pet Clark. Tight format. Promotion follow through interwoven in format. Metromedia News Service, Live.

Indep.  
1490 kc  
1,000 w day  
250 w night

-108-

Cleveland, Ohio

**WJMO**

Indep.  
850 kc  
10,000 w day  
5,000 w night

Cleveland, Ohio

**WJW**

UBC				Major Market Radio Storer Broadcasting NAB RAB			
AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	BILLY T. BLACKBURN SHOW	Gospel		5	TOWN 'N' COUNTRY	Talk	Info. for homemakers
6	KEN HAWKINS SOUL SOUNDS	R & B		6	ED FISHER SHOW	Pop.-Stand.	Music with a lilt and a bounce in the pop-standard vein. Time, weather and road conditions supplement regular newscasts on the hour and half-hour. Program includes the popular "Grouch Club" comedy album feature at 6:45, 7:45, 8:45, along with occasional brief personality interviews.
7							
8							
9	JERRY WRIGHT SOUL CITY	R & B		9			
10	FLIP FORREST SOUL SOUNDS	R & B		10	"JW TODAY"	Pop.-Stand.	Music to please the homemaker, shop and office workers, and man-on-the-road. Hourly news is supplemented with weather & service info.
11				Tom Fletcher			
N				SOUNDTRACK	Show & Movie	10-min. news; great music from the best Hollywood & European movies; TV themes.	
1				"JW TODAY"	Pop.-Stand.	Popular-Standard music for the early afternoon hours; regular hourly news and service features.	
2	RUDY GREEN SOUL CITY	R & B		2	Tom Fletcher		
3				CARAVAN	Pop.-Stand.	Light, generally up-tempo music of the pop-standard variety for those at home and homeward bound. Hourly news and weather supplemented by variety of service features.	
4				Carl Reese			
5				5			
6	OLD SHIP OF ZION	Gospel		6	"JW TONIGHT"	Pop.-Stand.	The best of new and standard selections in the beautiful music realm, designed to blend with the many moods of evening. News presented hourly.
7							
8							
9				9	STARLIGHT Dave Hawthorne	Stand. Jazz	Familiar standards and light jazz.
10				10			
11				11	TOTAL INFORMATION NEWS	News Info.	Comprehensive summary of world, national & local news; Business, Sports, News
M	ALL NITE SHOW (to 5 a.m.)	R & B		M	STARLIGHT Dave Hawthorne	Stand. Jazz.	(to 2am) familiar standards - light jazz. News hourly.
OVERALL TYPE		Rhythm & Blues		OVERALL TYPE		Pop.-Standard	
8:30-8:45 Unity Viewpoint News at :55 5:30 pm Sports  "Mighty Mo Soul Radio"				Newscasts hourly with expanded reports in AM and PM drive time periods. Station editorializes daily and is heavily active in local community affairs programming. UPI Audio Subscriber. Special religious & public affairs programming is featured on Sundays from 5am to 9am and 6pm-12Mid. Station promotes heavily on air-other media. Programming is Pop.-Stand, designed for primary adult appeal. Supplementary capsule service programming is designed for homemaker, do-it-yourselfer, motorist, gardener interest..in addition to news analysis vignette programming. 2-5am---SOUND OF MUSIC, familiar standards			

# Why WJW Radio is a Good Buy in Cleveland...

When making your spot radio buy  
for Northeastern Ohio market  
consider these ingredients...

- **AUDIENCE COMPOSITION** average quarter hour in total week  
W J W RADIO reaches more adults than any other Cleveland radio station □
- **PROGRAMMING PROFILE** Good music. Standard-contemporary albums, non-rock popular singles. Adult personalities who are promoted, well-identified and established in community □
- **COMMUNITY SERVICE** Special and regular documentary public affairs, educational features, plus listener service of traffic alert, boating weather and ski reports □
- **COVERAGE** All of Northeastern Ohio 850 on-the-dial 10 KW. Better coverage than WGAR, WERE, WHK, WIXY, WJMO and WABQ □
- **SALES SERVICE** DINNER BELL for food advertisers. Displays in Mobile Showcase at shopping centers, fairs, boat, sportsmen's and home shows □
- **MEDIA VALUE** Consistently Cleveland's lowest CPM in reaching adults 18-49 □
- **INTEGRITY** A Storer station actively supports NAB Code. IN 42nd YEAR OF BROADCASTING □

Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates.



*The Storer Quality Station  
Serving Northern Ohio*  
**STORER RADIO SALES**  
12 East 46th Street  
NEW YORK, NEW YORK 10017  
(212) 682-2660

**MAJOR MARKET RADIO, INC.**  
Offices in New York, Los  
Angeles, San Francisco,  
Chicago, Atlanta,  
and Detroit.



NBC Affil.  
1100 kc  
50,000 w

-110-

Cleveland, Ohio

**WKYC**

Katz NBC Owned Station NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	TOM DAVIS SHOW	Contemp.	All night show from 2 AM.
6	CHARLIE BROWN SHOW	Contemp.	Material based on topical events, taken from the days news and interwoven in a format of contemporary music.
7			
8			
9	BOB COLE SHOW	Contemp.	Bob Cole has established himself as an endearing companion to the Cleveland area housewife. The "genial red-head" perks up the mid-morning hours with contemporary music & tips on what's happening in Cleveland.
10			
11			
N	FRED WINSTON SHOW	Contemp.	Mid-afternoon upbeat sound blended with information on city-wide activities make up the format of the Fred Winston Show. His outside participation in community activities has made Fred a leader in contemporary radio.
1			
2			
3	CHUNK DUNAWAY SHOW	Contemp.	Voted by a noted Cleveland columnist as "the best voice to come to Cleveland in many years" he is a friendly, cheerful, warm guy who enjoys his fans as much as they enjoy him. Just voted one of the Top Ten radio personalities in the country by a leading magazine.
4			
5			
6			
	RADIO NEWSDAY	News	All news, weather and sports.
7	BUDDY HARRISON	Contemp.	One of Cleveland's newest and most highly regarded personalities, Buddy Harrison hosts a fast-moving, teen-oriented show with a strict Top 40 format.
8			
9			
10	DON KELLY SHOW (until 2AM)	Contemp.	WKYC's newest contemporary personality, Don Kelly, follows the Buddy Harrison Show with a hard-hitting, Top 40 sound.
11			
M			
OVERALL TYPE		Contemporary	

NBC News on the Hour.  
The WKYC News Bureau is staffed by the largest radio newsgathering force in Ohio. Bureau is equipped with five mobile units, police & fire radio & two-way communications for on-the-spot air reports; newsroom transmitting system, beeper telephones, & three AP wire machines, three UPI wires, weather and sports wire machines.

**GOT AN IDEA FOR US**

**THAT CAN MAKE**

**PLANNING AND BUYING**

**EASIER FOR YOU?**

**TELL US ABOUT IT.**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# COLUMBIA

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WGAY	5	13.	All periods				-\$3		-\$3 Mins.	-\$4 Mins.
	10	12.								
	15	11.								
	20	10.								
WCOS	12	12.	6-9a	10.	9-4p	12.	4-7p	80%	50%	
	18	11.		9.		11.	Other			
	24	10.		8.		10.	5.50			
	36	9.		7.		9.	5. 4.50			
WIS	7	18.70	6:30-10	13.85	10-4p	15.90	4-7p	See Card	See Card	
	14	17.60		12.30		15.10	7-12m			
	21			11.55			12.30 11.55			
WNOK * Freq. dates	52	11.	6-9a	9.50	9-4p	11.	4-7p	75%		
	104	10.		9.		10.	7-12m			
	156	9.		8.		9.				
	260	8.		7.		8.				
	520	7.		6.		7.				
	1040	6.		5.		6.				
WOIC	12	10.	6-9a	8.	9-4p	10.	4-7p	80%	50%	
	18	9.50		7.50		9.50	7-12m			
	24	9.		7.		9.	5-6a			
	30	8.50		6.50		8.50	6.50			

For just **\*\$45** you can have your own copy of the **1968 RADIO PROGRAMMING PROFILE . . .** including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149



MBS Affil.  
620 kc  
500 w

-112-

Cayce, S.C.  
(Columbia)  
**WCAY**

Indep.  
1400 kc  
1,000 w

Columbia, S.C.  
**WCOS**

Pro-Time Sales

Stone

NAB

AM	PROGRAM	TYPE	COMMENTS	
5	FRIENDLY BEN SHOW	C & W	Ben is known as the country philosopher and a humorist. His audience is exceptionally loyal & very responsive to Ben's show & his suggestions. He has a tremendous knowledge of Country Music after 20 years.	
6	Ben Dekle			
7				
8				
9				
10	BASHFUL KENT	Variety		
11				
N	NEWS & SERVICE BLOCK	News Serv.		News - County Agents Program and Farm News
1	FRIENDLY BEN Ben Dekle	C & W		
2	ROAD SHOW	C & W	Born & reared in South Carolins. 8 yrs. in radio, all in the C & W field. Has a large following on WCAY and the rural area around Columbia, S.C. Has been with WCAY one year & enjoys a large audience.	
3	Happy Jaek McCartha			
4				
5				
6	BOB COOPER SONGS OF FAITH	Relig.		Religious songs & readings- Cooper has been with WCAY 9 years.
7			5 a.m. to local sunset	
8				
9				
10				
11				
M				

AM	PROGRAM	TYPE	COMMENTS
5	ALL NITE SATELITE April Black	Contemp.	
6	BOB FULTON SHOW	Contemp.	World News; Sports; two challenge rounds-listeners select records; weekly fishing report Fri.; Frequent tel. interviews with sports personalities. Time, temp., complete weather every 15 mins. Major League Baseball scores; WCOS News
7			
8			
9	TEMPO	Contemp.	Time, temp, weather every 15 min. Major sports scores every half-hour. News summaries every half-hr. on WCOS Action Central News. "Opportunity" a special service feature each day advertises jobs,-employment tips.
10	Dan Moon		
11			
N	OPEN MIKE	Tel.Part	
1	TEMPO	Contemp.	WCOS presents the Bulletin Board with announcements of up-coming events around Columbia.
2	Rick Shaw		
3	TEMPO	Contemp	Service features as well as regular Tempo music and features.
4	Dan Moon		
5	TOP 60 IN DIXIE	Contemp.	Time, temp., weather summaries plus contests & fun games. Countdown each day on Top 60 records in the area, according to retail sales, most played on juke boxes and most requested from our WCOS DJs
6	Woody Windham		
7	OPEN MIKE	Talk-Tel.Part Int. Disc	
8	NIGHTBEAT SHOW	Contemp.	Remote studios are located atop South Carolina's largest drive-in restaurant. This program features contemporary pop music. Time & temperature readings are given every few minutes with complete weather summaries every 15 minutes. Contest and fun games are a regular part of the show.
9	Rick Shaw		
10			
11			
M			

OVERALL TYPE Country & Western

OVERALL TYPE Contemporary

Weather at :15 & :45  
News every hour and half-hour.

News at :55  
News headlines at :30  
Temperature & time checks every 15 minutes.  
Clemson College & H.S. football.  
College & Tournament basketball.

NBC Affil.  
560 kc  
5,000 w

Columbia, S.C.

**WIS**

Indep.  
1230 kc  
1,000 w day  
250 w night

-113-

Columbia, S.C.

**WNOK**

McGavren-Guild-PGW      Cosmos      NAB

Paul Raymer      NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	FARM HOUR Gene McKay	Stand. Pop.	Farm news with county agent, News...weather report... music.
7	MORNING SHOW Gene McKay	Stand. Pop.	Gene radiates as a master ad-libber-displaying conta- gious humor, creative show- manship, a thorough know- ledge of music & artists, and a great ability for in- terpreting and delivering the client's message.
8			
9	JAY LATHAM	Stand. Pop.	Jay has an expert knowledge of music and a warm friendly voice style that makes his listeners naturally want to buy what he advertises.
10			
11			
N	WEEKDAY Maury O'Dell	Stand. Pop.	Music & features with a smooth, friendly delivery-- sincere sales talk.
1	SOUNDTRACK	Stand. Pop.	News, NBC Emphasis, weather, music.
2			
3			
4	PUSHBUTTON ONE Bill Benton	Stand. Pop.	Light, neatly-paced car traffic show. A favorite with at-home and in-car listeners for several years. Versatile enter- tainer Bill Benton pre- siding.
5			
6	TODAY'S WORLD	News	Maury O'Dell with compre- hensive news and features.
7	NEWS & PAINO PORTRAITS NEWS OF THE WORLD	Talk- News	NBC & Local News - Piano Portraits - LifeLine - News of World-Community Service
8	BILL BENTON SHOW	Talk- Int.Disc	Interesting guests with something to say. Adept interviewer. Knowledgeable.
9	NIGHTTIME 56 John Wrisley	Stand.- Pop.	Soft, pleasant music for late night listening.
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5			
6	FARM HOUR	Serv.	
7	AUDIO Mike Hlott	Contemp	
8			
9			
10	AUDIO Jack Kennedy	Contemp	
11			
N			
1	AUDIO G. Stephen Green	Contemp	
2			
3	AUDIO John Ellis	Contemp	
4			
5			
6			
7	AUDIO Hugh Munn	Contemp	
8			
9			
10	AUDIO G. Stephen Green	Contemp	
11			
M			

OVERALL TYPE      Standard-Popular

OVERALL TYPE      Contemp.

NBC Emphasis. Farm News - early morning and noon.  
Sport Reports - 7:20am, 6:40pm. Weather 6:55, 8:15am,  
5:22, 6:22pm. U.S.C. football and basketball. Atlanta  
Braves baseball. Falcon football.  
NBC and Local News on the hour.

News & Weather Capsule Reports every hour on the hour.  
WNOK News 8am, 12 noon, 6pm (5 mins.)  
20-20 Weather -- Weather capsules at :20 and :40

Indep.  
1320 kc  
5,000w

-114-

Columbia, S.C.

**WOIC**

Dore & Allen Speidel Stations NAB

AM	PROGRAM	TYPE	COMMENTS
5	WOIC MORNING SHOW	R & B	Music and information.
6	Bill Terrell		
7			
8	STOP & THINK HYMN TIME	Relig.	Bible readings - old & new hymns.
9	SHIP OF ZION	Relig.	Information on community problems. Standard Hymns and Gospel music.
10			
11	SOUL TRAIN	R & B	R & B music
N	Louis Summers		
1			
2			
3	AFTERNOON SOUL	R & B	Soul music with chatter.
4	Bill Terrell		
5			
6	GOSPEL TRAIN	Relig.	Gospel music. Bible readings.
7	Rev. Bowman		
8	WOIC COMMUNITY HOUR	Serv.	
9	HERE COMES CHARLIE	R & B Jazz	Jazz, rock & roll and variety of music.
10	COMEDY TIME	Comedy	
11	Charlie Derrick		
M			
OVERALL TYPE		Rhythm & Blues, Relig., Gospel	

News on the hour. Some 2 min., some 5 min.

Negro oriented station.

**SHOULDN'T YOU HAVE**

**YOUR OWN COPY**

**OF THE**

**1968**

**RADIO PROGRAMMING**

**PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# COLUMBUS

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WBNS	6	36. 6-10a	28. 10-3p	36. 3-7p	18. 7-11:15p	11. 11:15-5a	80%	50%		8%
	12	34.	27.	34.	16. 5-6a	10.				
	18	32.	26.	32.	14.	9.				
	24	30.	25.	30.	12.	8.				
	30		24.		10.	7.				
WOOL	6	43. 6-10a	40. 10-3p	43. 3-7p	40. 7-10p	10-12m	80%	60%	4%	8%
	12	40.	37.	40.	37.	5-6a				
	18		33.		33.	14x 22. 21x 18. 28x 15. 35x 10.				
WRMI	6	36. 5-9a	32. 9-3p	36. 3-7p	26. 7-12m		80%	50%		
	12	34.	30.	34.	24.					
	18	32.	28.	32.	22.					
	24	30.	26.	30.	20.					
WRPD	5	26. 6:45-10a	23. 10-11:30	29. 2-7p	Farm Programming		80%	50%		
	10	25.	22. 1-2p	28.	sign on - 6:45a					
	15	24.	21. 7-off		11:30 - 1p					
	20	23.			1x 36. 312x -31.					
	30	22.			52 35. 104 34. 156 33. 260 32.					
WTVN	6	46. 6-10a	40. 10-3p	46. 3-7p	30. Other		80%	50%		
	12	44.	38. 5:30-6a	44.	28.					
	18	42.	36.	42.	26.					
	24	40.	34.	40.	24.					
WVLO	10	10.00 6-9a	8.50 9-3:30p	10.00 3:30-6p			85%	60%	10%	15%
	20	9.50	8.00	9.50						
	30	9.00	7.50	9.00						
	40	8.50	7.00	8.50						
	60	8.00	6.50	8.00						

CBS Affil  
1460 kc  
5,000w day  
1,000w night

-116-

Columbus, Ohio  
**WBNS**

Blair

NAB RAB

Indep.  
1230 kc  
1,000 w day  
250 w night

Columbus, Ohio  
**WCOL**

Robert E. Eastman

AM	PROGRAM	TYPE	COMMENTS
5	ALL NIGHT SHOW Bill Corley (from midnight)	Stand. Pop.	Not too sleepy, and not too loud...modern day music. Plus news, sports, weather.
6	IRWIN JOHNSON SHOW	Pop. Stand.	Irwin is a 25 yr. vet morning man. He has always aimed at playing "today's" music. Deep voice, urbane commentary, add up to daily pleasure for Ohio listeners. Weather on the hour, news at 6:30, 7:00, 7:30, 8:00, 8:30, 9:00am.
7			
8			
9			
10	MARTY DEVICTOR SHOW	Pop. Stand.	Marty has really moved into this time period, and brings to the morning listener the wealth of radio know-how he has earned through almost 20 years of Columbus radio.
11			
N			
1	ARTHUR GODFREY TIME	Variety	Most outstanding CBS Radio personality.
2	BILL HAMILTON SHOW	Pop. Stand.	Easy listening music and guffaws from what seems to be an inexhaustible wit. His commercials score high in listener retention, and his following is growing every day.
3			
4			
5			
6	NEWS BLOCK	Talk- News	News with Chet Long; Sports with DeVictor; Dimension features; Lowell Thomas; World Tonight; CBS Worldwide Sports; etc.
7			
8			
9	WBNS MUSIC Fritz Peerenboom	Pop. Stand.	Your man Fritz continues the WBNS Sound -- with good humor, news and features. Weather on the hour. News at 10pm
10			
11	WE CALL IT MUSIC Bill Culter	Jazz Pop.	Culter is an expert. Jazz music plus features, interviews and guests.
M	ALL NIGHT SHOW Bill Corley	Pop. Stand.	Modern day music, news, etc. (till 6am)
OVERALL TYPE		Popular-Standard	

Local news ahead of the hour. CBS News on the hour. Weather every hour.

Basically the WBNS sound is addressed at foreground adult listening.

AM	PROGRAM	TYPE	COMMENTS
5	ALL NIGHT SHOW (from midnight)	Pop. Contemp.	
6	WES HOPKINS SHOW	Pop. Contemp.	
7			
8			
9			
10	JERRY GORDON	Pop. Contemp.	10 - 10:20 - Voting for the housewife's Top Ten. Playback of the 10 most popular heard at 1 pm.
11			
N			
1			
2	LOU HENRY SHOW	Pop. Contemp.	All-American Lou Henry keeps the listeners informed on the latest in the popular music world as he counts down the new WCOL's daily-changing Top 40 Hitline survey. Housewives, teens, men heading home from work.. all enjoy hearing Lou Henry as he counts down Central Ohio's most immediate, most valid popular record survey.
3			
4			
5			
6	MIKE ADAMS SHOW	Pop. Contemp.	Nighttime Hitline - listeners vote for their favorite records and hear them played back later.  Nighttime Batteliline - listeners vote for one of two new recordings.
7			
8			
9	JERRY DEAN SHOW	Pop. Contemp.	
10			
11			
M	ALL NIGHT SHOW (till 6am)	Pop. Contemp.	
OVERALL TYPE		Popular-Contemporary	

Five minutes of news at :55. Headlines on the half-hour. Vital, friendly announcers, the latest in news, Central Ohio's most up-to-date popular music, plus three newest audience participation features -- this is the winning combination at the New WCOL. It keeps the Listeners counting on WCOL for information as well as entertainment, and enables the station to continue to earn the title of the NEW WCOL.



MBS Affil.  
920 kc  
1,000 w day  
500 w night

Columbus, Ohio  
**WMNI**

Indep.  
880 kc  
5000 w

-117-

Columbus, Ohio  
(Worthington)  
**WRFD**

McGavren-Guild-PGW

Avery-Knodel

Nationwide Communications

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	JIM MICHAELS	C & W	Early risers are informed & entertained with news, weather, farm reports and music that motivates listeners to buying action.
6			
7	CARL WENDELKEN	C & W	Carl, as Prog. Dir. is the versatile leader of the Country Gentlemen and daily leads the way in mid-Ohio with news, traffic air watch reports, weather, time A ready laugh and fast pace make this brightest show.
8			
9	RON BARLOW	C & W	Ron's versatility as a Country Gentleman has gained top ratings on his program. His pleasant demeanor has given him the title of "The Housewife's Best Friend", and he earns this title with his warm sincere approach.
10			
11			
N			
1			
2	DAVE PARR	C & W	Here is the Country Gentleman who offers a bright pick-me-up to the let down time of day. A quick wit and friendly way creates a receptive mood for listeners
3			
4	BILL ANDRICK	C & W	Known as "Mr. Smoothie" of the Country Gentlemen, Bill without question has one of the smoothest voices in town. He daily soothes the ruffled feathers of the home-bounders and is assisted by the WMNI Air Watch Report in getting his listeners safely to their destination.
5			
6			
7			
8	TOM GEORGE	C & W	"Uncle Tom" the master showman is the friendly favorite of the night owls. Uncle Tom seems to find his listeners at home with his jovial voice livening up the evening hours.
9			
10			
11			
M	(to 2 AM)		

AM	PROGRAM	TYPE	COMMENTS
5	JOHNNY MARTIN	Pop.-Stand.	Quick-witted humor and philosophy along with an amazing knowledge and background in show business and popular music make JM in the AM a must for listeners all over Ohio.
6			
7			
8			
9			
10	DAVE DREW	Pop. Stand.	Easy going in manner and music, Dave passes along household hints and news of community activities.
11			
N	FARM PROGRAMS	News Info.	Up to date market information weather from the bureau, interviews with agricultural authorities.
1	DAVE DREW	Pop. Stand.	This hour Dave features today's top hits
2	SPOOK BECKMAN	Pop. Stand.	Columbus' top personality for 18 years, Spook commands a major following with his Bumper to Bumper time for home-from-work drivers and many original features.
3			
4			
5			
6			
7			Sunrise to local sunset
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

OVERALL TYPE Pop.-Standard

Mutual Radio Network throughout the day. Intense local news coverage. News, local, national or headlines at least twice each hour--sometimes more. Features such as American Consensus and World Today. Sports reports throughout the day. Country and Western exclusively. Sunday 7 - 11 am - Worship - Churches of all faiths. Sunday 8:35 - 11:30 pm - Drama & Public affairs programming.

7 min. News on the Hour, Capsule on the half-hour. Three man separate news staff along with News Cruiser and Two-Way Radio and Mini-recorder and beep phone, UPI Radio & Newspaper wires, Sports Ticker and UPI Audio. Ohio State football and Cleveland Browns along with exclusive features like Earl Nightengale, Ellery Queen, Kaleidoscope, Jack Nicklaus and Woman Talk. Coupled with a state-wide clear channel signal on 880 make Ohio radio...WRFD.

ABC Affil.  
610 kc  
5,000 w

-118-

Columbus, Ohio

**WTVN**

Indep.  
1580 kc  
1,000 w

Columbus, Ohio

**WVKO**

Katz Taft Station

NAB Bernard Howard

AM	PROGRAM	TYPE	COMMENTS
5	BILL BLINN	Std.Pop.	From 2:05am.Weather,news,etc
	FARM SCENE	Serv.	Music and farm reports.
6	JOHN FRAIM SHOW	Pop.-Stand.	Uptempo music stressing big bands, spiced with some current pop releases. Sports scores, traffic reports, community bulletins, off-beat stories about Ohio, weather, time checks, and special reports. A familiar voice to WTVN listeners, John was a well-known newsman in Columbus and WTVN news director before taking the morning music slot.
7			
8			
9			
10	DAVE LOGAN SHOW	Pop.-Stand.	Bright, cheerful music in the modern manner aimed at the housewives. Prizes are awarded to members of the Lucky Listener Club (over 14,000). Weather, time, news regularly scheduled. Dave's straightforward style and easy-going charms are well received by the housewives.
11			
N			
1			
2	BOB CONNERS SHOW	Stand.-Pop.	Standard & selective pop tunes ideally suited to homeward-bound and at-home audience. Time, temp., thorough traffic info, weather and news. Bob's "in" humor and awareness have established him as one of the listener's most trusted personalities. Bob has fronted mikes at stations in Buffalo, New York, San Diego and Pittsburgh.
3			
4			
5			
6			
7	JIM LOHSE SHOW (Lo-See)	Stand.-Pop.	The very popular "Lohse Lounge" stresses a very hip awareness of today's musical tastes. Jim Lohse, a fine musician himself, approaches the musical programming with his unique knowledge of what the public wants to hear. Jim also composes, arranges and heads the WTVN Music Library.
8			
9			
10	PAT LUCAS SHOW	Stand.-Pop.	Music for the "night people" showcases the big bands and the best of the current pop hits. Pat keeps his listeners up-to-date on late news, weather and sports. His conversational approach is geared to the level of his "in" audience.
11			
M			

OVERALL TYPE Standard - Popular

ABC News on the half-hour  
Local News on the hour.  
Paul Harvey News - 9am, 12:30pm.  
Tom Harmon Sports - 7pm  
Joseph C. Harsch - 8pm

AM	PROGRAM	TYPE	COMMENTS
5			
6	THE BILL MOSS SHOW	R & B Pop. Jazz	The "Nassau Daddy", Bill Moss, with big market experience in both San Francisco and Miami, swings with "Soul". Bill is an actor, singer, and song writer. He is also P.D.
7			
8			
9	THE LES BROWN SHOW	R & B	Les' fast paced, yet easy to listen to show, appeals to the portable set, as well as the housewife. It's an action-creator, trend-setter, and taste-maker for Central Ohioans. Les' many personal appearances indicate his entertainment value.
10			
11			
N	THE JAZZ WORKSHOP Eddie Saunders	Jazz	A lunch-time morsel for the jazz buff. A must for the campus crowd. Star-paced hr.
	THE UPPER ROOM Eddie Saunders	Gospel	Vet of 19 yrs. with WVKO. Urban League Award. City's most beloved Negro.
1			
2	THE BILL MOSS SHOW	R & B	The pace moves from housewife to going home, plus teens. Mail-puller par excellence, Bill is in constant demand for record hops campus "Gigs". & nite clubs.
3			
4	THE EDDIE SAUNDERS SHOW	Jazz	And we do mean Jazz! Eddie has been the OSU Jazz Festival MC on several occasions He's back in a time slot he owned for 10 yrs., and the mail and phones tell the story. He sells! Eddie is our Public Service Director.
5			
6			
7			Sunrise to local sunset
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11			
M			

OVERALL TYPE Jazz - R&B - Pop.

The News is Live at :45 every hour with Bob Chambers and Bill Moss. Church, Fraternal, Civic and Social News on Bulletin Board at 1:45 with Eddie Saunders. Daily sports at 5:45. OSU football and basketball...play-by-play... on the Buckeye Football Network. Columbus Jets baseball and Columbus Checkers hockey.  
Sunday 7am to noon - Sermon in Songs. First or second place in all national surveys for almost 10 years.  
Sunday Noon to 5pm-The Bill Chapman Show. Jazz, Standards & R&B.

# CORPUS CHRISTI

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

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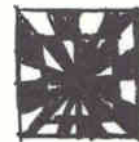
All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KOCT	5	9.50 All periods					75%	50%		
	10	9.								
	15	8.75								
	20	8.50								
	30	8.								
KEYS	6	15. 6-10a	12. 10-3p	18. 3-7p	12. 7-1a		80%	50%		
	12	14.	11.	15.	11.					
	18	13.	10.	14.	10.					
	24	12.	9.	12.	9.					
KROB	6	10. 6-9a	8. 9-4p	10. 4-7p						
	12	9.50	7.50	9.50						
	18	9.	7.	9.						
KRY5	6	13. 6-9:30a	10. 9:30-3:30p	13. 3:30-7p	6.50 7-12m		80%	50%		
	12	12.	9.	12.	6.00					
	18	11.	8.	11.	5.50					
	24	10.	7.	10.	5.00					
KSIX	5	8. 6:30-9a	7. 9-4p	8. 4-6:30p	7. 6:30-12:30a		80%	50%	Less \$1.50	Less \$2.
	10	7.50	6.50	7.50	6.50					
	20	7.	6.	7.	6. 5:45-6:30a					
KTOD	10	11. 6-9a	9.50 9-4p	11. 4-7p	9.50 Other		80%	65%		
	15	10.	8.	10.	9.					
	20	9.	8.	9.	8.					
	30	8.	7.	8.	7.					
	50	7.	6.	7.	6.					
KUNO	5	10.50 All periods					75%	50%		
	30	8.								

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1150 kc  
1,000 w

-120- Corpus Christi, Texas

# KCCT

Indep.  
1400 kc  
1,000 w

Corpus Christi, Texas

# KEYS

National Time Sales

RAB

Katz

NAB

AM	PROGRAM	TYPE	COMMENTS
5		Ethnic (Span.)	<p>Serving over 200,000 Mexican Americans in its 0.5 mv. area, and over 800,000 in its 0.1 mv. area.</p> <p>For the past two years, KCCT has pioneered, and undertaken a continuous promotional effort involving remotes, contests, in-store parties and merchandising, and other special promotional activities. This type of activity has helped to enlarge KCCT's listenership and advertisers</p> <p>Among KCCT's many achievements has been the eliciting of over 150,000 Pet Milk labels for a premium offer and 200,000 Carnation Milk labels in a contest.</p> <p>Most recently, in conjunction with Sixteen Magazine, and during the annual Mothers Day Festival, KCCT ran a MISS 16 contest. The participants in this contest received 58,155 mail-in votes at KCCT's offices - and over 7,000 Mexican-Americans attended this Mothers Day Festival, and MISS 16 contest final at Corpus Christi's Memorial Coliseum.</p> <p>Also more than 1,500 members of KCCT's "Club de los Madrugadores" attended a 5-9a.m. Saturday night-Sunday morning dance! KCCT also helped sponsor Corpus Christi's First Bull Fight; over 12,000 people turned out (another 3,000 had to be turned away) to see this Bull Fight!</p>
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M			

OVERALL TYPE Ethnic (Spanish)

AM	PROGRAM	TYPE	COMMENTS
5	DICK DANIELS SHOW	Pop.-Contemp.	Dick holds the early morning audience with a variety of carefully chosen musical selections, humor, temperature and time, and a good-natured approach to problems of getting up in the morning. Features include exclusive live weather report from bureau, and complete fishing report for early morning listeners.
6			
7			
8			
9	CHARLIE BRITE SHOW	Pop. Contemp.	Charlie is also Program Dir. He hosts a popular feature called "Trading Line" during which listeners phone in items for sale, trade or orders to buy. These are programmed at the rate of one item between each record
10			
11			
N	RONNIE MORGAN SHOW	Pop. Contemp.	Features by popular Ron are "Housewives Hall Of Hits", a tabulation of listener requests, and phone conversation segments on household hints, child raising problems. Tunes are selected for the busy homemaker.
1			
2			
3	JOHNNY RINGO SHOW	Pop. Contemp.	Johnny is the Coastal Bend's top personality. Bright, swinging music with traffic reports, news bulletins, special features. Included is fishing report from Ann Coburn, one of the area's top fishermen who owns Coburn Marine Center.
4			
5			
6			
7	TOM NIX SHOW	Pop. Contemp.	Tom uses several unique features to capture both teenagers and adults during his program. The most popular are an "instant request" line which permits listeners to hear favorite songs as soon as they are requested; an "oldie" hour in which only souvenir records are played; plus a variety of prize give-away contests.
8			
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M			

OVERALL TYPE Popular-contemporary

10 min. news & weather at :55 each hour. 2 min. weather at :25. 5 min. sports at 5pm.  
Programming consists of area's top musical selections, but no screaming DJ's. Personalities are encouraged to participate in community organizations and a large part of the programming incorporates community involvement. News director Bill McDonald supervises on-the-spot and special event coverage, documentaries and editorials as well as regular news programs. Also reports from the Texas State Network.

Indep.  
1510 kc  
500 w

Robstown (Corpus Christi) Texas

**KROB**

Indep.  
1360 kc  
1,000 w

-121-

Corpus Christi, Tex.

**KRYS**

Jack Masla

McGavren-Guild-PGW

RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	MIKE SMITH	C & W	Music, news, farm show (6:45-7:00)
7			
8			
9			
10			
11			
N	JIM NOONAN	C & W	20 minutes news about 12 Music and news
1			
2			
3			
4			
5			
6			
7	TEX WATERS SHOW	C & W	Music and news
8			Sunrise to local sunset
9			
10			
11			
M			
OVERALL TYPE		Country and Western	

News on hour and half hour, weather on the 45 min.  
Community bulletin board 15 min. after the hour.  
Local and area and wire service news.

AM	PROGRAM	TYPE	COMMENTS
5	JIMMY LEWIS	Pop. Stand.	
6	JOE ETHRIDGE SHOW	Pop. Stand.	Lively, good music along with traffic reports, fishing reports, sports, weather, comedy. 5 minute news on the hour and capsule news on half hour.
7			
8			
9			
10	J. GORDON LUNN	Pop. Stand.	J. Gordon drinks a lot of coffee with the housewives as he entertains with music and chatter.
11			
N			
1			
2			
3	LEE NELSON	Pop. Stand.	Driving home is a pleasure with Lee. He mixes humor with his music. Mixes in stock market reports, sports, and fishing news.
4			
5			
6			
7	DAVE HARPER	Pop. Stand.	It's a party-like atmosphere - music for dancing or just good listening.
8			
9			
10			
11			
M	HOLIDAY INN 'TILL DAWN Dolly Holliday	Stand.	Nice, easy listening music for all South Texas until 5:00 A.M.
OVERALL TYPE		Pop.-Standard	

5 Mins. News on the hour. Headline News on the half-hour. Weather on the quarter-hour.

Middle of the road musical format. Bright and entertaining good music - composed of albums, million sellers, and the better top singles of today. KRYS integrates complete newscasts delivered by authoritative well-known believable newsmen. Winner of numerous news awards.



CBS Affil.  
1230 kc  
1,000 w

-122- Corpus Christi, Texas

**KSIX**

Amigo Net. Affil.  
1400 kc  
1,000 w

Corpus Christi, Tex.  
**KUNO**

H-R NAB RAB				Savalli-Gates NAB			
AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	RFD 1-2-3	Serv.	Eddie Truesdell	5	VICTOR LARA ORTEGON SHOW	Spanish	Music, News, Weather
6	KLOCKWATCHER	Stand.	Corpus Christi Chapel - Religious.	6			
7	Eddie Truesdell		World News Roundup	7			
8				8	JOSE PONCE DE LEON SHOW	Spanish	Music, News, Weather
9	ARTHUR GODFREY	Variety		9			10:00 am Cuando los Hijos Acusan (Soap Opera) 10:30 am BAZAR DEL AIRE 11:00 am El Dolor de un Recuerdo (Soap Opera)
10	DIAL 1-2-3 FOR MUSIC	Stand. Pop.		10			
11	Eddie Truesdell			11			
	C.C. SPEAKS	Int. Disc	Cliff O'Connell				
N	HOME EDITION TEXAS NEWS	Talk-News	Toni Stillwell, Eddie Truesdell	N	LUIS ALONSO MUNOZ SHOW	Spanish	Music, News, Weather Best Mariachi music from Mexico.
	DIAL 1-2-3	Std. Pop.	Toni Stillwell				
1	HOUSEPARTY	Variety	Art Linkletter	1	JOSE MORATO CHARTAGENA SHOW	Spanish	Music, News, Weather
2	DIAL 1-2-3	Stand. Pop.		2			4:30 pm Comentarios- Man on the Street Show. Remote from downtown Corpus Christi.
3	Toni Stillwell			3			5:00 pm PIDALO CANTANDO
4	K - 6 KARROUSEL	Stand. Pop.		4			
	Toni Stillwell						
5	RHYTHM EXPRESS	Stand. Pop.		5			
	Toni Stillwell						
6	C.C. AT SIX	News	Cliff O'Connell	6	JOSE PONCE DE LEON SHOW	Spanish	Music, News, Weather, Sports 6:05 pm ALBUM MELODICO
	LOWELL THOMAS GREAT ALBUMS	News Album					
7	NEWS BLOCK	News	World Tonight-Worldwide Sports	7	ANTONIO TREVINO PAIZ SHOW	Spanish	Music, News, Weather 7 pm Alegria en el Rancho 7:45 pm Noticiero Mexicano News from Mexico
8	JUST MUSIC	Stand. Pop.		8			10 pm 15 min. news roundup
	Cliff O'Connell						11 pm POLKAS Y CANCIONES
9				9			
10	ON THE TOWN	Stand. Pop.	Cliff O'Connell with Tomorrow's News	10			
11	Cliff O'Connell			11			
M			Sign Off	M			
<b>OVERALL TYPE</b> Standard-Popular				<b>OVERALL TYPE</b> Ethnic Spanish			

CBS News, 10 min. every hour on the hour. CBS Dimension, 5 min. every hour on the half-hour.

Music format is generally Standard-Popular, with no rock and roll. Heavy emphasis on local news and sports programming.

News on the Hour. 6:45 am and 6:25pm Sportscast. Bulletins as received. Weather - various times.



# DALLAS

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE		DAYTIME		AFTERNOON DRIVE		EVENING		NIGHTTIME		30 SEC.	10 SEC.	26W DISC.	52W DISC.
KBOX	6	52.	6-10a	42.	10-3p	52.	3-7p	32.	7-12m	16.	12-5a	80%	50%	5%	10%
	12	47.		38.	5-6a	47.		28.		14.					
	18			34.				24.		12.					
KIXL	6	27.	6:30-9:30a	22.		27.	4-7p					See Card			
	12	25.		20.		25.									
	18	20.		15.		20.									
KLIF	6	65.	6-10a	58.	10-3p	65.	3-7p	33.	7-10p	17.	10-6a	75%	50%		8%
	12	60.		52.		60.		30.		15.					
	18	58.		50.		58.		29.		14.50					
	24	55.		48.		55.		28.		14.					
	30			44.				27.		13.50					
	36			40.				26.		13.					
KPCM	5	22.	6-9a	20.	9-3p	22.	3-7p					80%	50%	4%	8%
	10	20.		18.		20.									
	15	18.		16.		18.									
	20	16.		15.		16.									
	25	15.		14.		15.									
	40	14.		13.		14.									
KRLD	6	75.	6-10a	50.	10-4p	65.	4-7p	35.	7-6a			80%	60%		
	12	60.		45.		55.		30.							
	18	55.		40.		50.		25.							
	30	50.		35.		45.		20.							
KVIL * Freq Rates	26	15.	6-9a	12.	9-3:30p	15.	3:30-6:30p	12.	Other			-82			
	52	14.		11.		14.		11.							
	104	13.		10.		13.		10.							
	156	12.		9.		12.		9.							
	260	11.		8.		11.		8.							
	312	10.		7.		10.		7.							
WFAA	6	20.	6-7:30a	24.	9:30-12:30p	20.	3-5p	16.	7-12m	12.	12-6a	80%	50%		5%
	12	19.		22.		19.		15.		11.					
	18	18.		20.		18.		14.		10.					
	24	17.		18.		17.		13.		9.					
	30	16.		16.		16.		12.		8.					
	6	30.	7:30-9:30a	17.	12:30-3	30.	5-7p								
	12	26.		16.		26.									
	18	24.		15.		24.									
	24	22.		14.		22.									
30	20.		13.		20.										
WRR	5	25.	6-9:30a	23.	9:30-3:30p	25.	3:30-7p	23.	7-----6a			75%	50%		
	12	23.		21.		23.		21.							
	18	21.		19.		21.		19.							
	24	20.		18.		20.		18.							

Indep.  
1480 kc  
5,000w day  
500w night

-124-

Dallas, Texas  
**KBOX**

Indep.  
1040 kc  
1,000 w

Dallas, Texas  
**KIXL**

McGavren-Guild-PGW

RAB

Avery-Knodel

Strauss Group

NAB

AM	PROGRAM	TYPE	COMMENTS
5	GUY NELSON	C & W	(from midnight)
6	RON RICE SHOW	C & W	Ron spent 3 yrs. in the Panama Canal Zone with Armed Forces Radio. Then he worked at radio stations in Beaumont, Texas and Dallas. Ron says: "I've returned to my first love in States and Music!"
7			
8			
9	JACK GARDINER SHOW	C & W	Jack studied opera as a boy but he paid for his lessons by calling for square dances in Chicago, Ill. For 6 yrs. he led his own C&W group, appearing at clubs, fairs & resorts. This combination of knowledge is an invaluable asset to KBOX and advertisers
10			
11			
N	CHUCK KIRK SHOW	C & W	Chuck began his radio career at the home of the "Sound"--- Nashville at WENO. He knows many of the stars and writers personally and has been doing songwriting himself. His main interest is Country Music - both writing and spinning it.
1			
2			
3	ART KELLER SHOW	C & W	Art Keller was born and raised in the hills of Ark. near Clinton. He began his radio career as a C & W disc jockey in Pecos, Texas. Art's DJ shows have been heard on top stations in Tulsa, Louisville, Dallas and Atlanta, as well as in Canada and New York.
4			
5			
6			
7	DAN DALY SHOW	C & W	Dan Daly was born and educated in Charlotte, North Carolina. For the past several years, Dan has been with WWOX in Charlotte, programming the morning show and acting as Program Manager. He brings nearly 10 yrs. experience to KBOX listeners and advertisers.
8			
9			
10			
11			
M	GUY NELSON (to 5:30am)	C & W	Guy is a veteran performer of stage, TV, radio and a song writer of merit.
	OVERALL TYPE		Country and Western

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC & NEWS	Album Show & Movie	KIXL and KIXL-FM music is adult in concept with favorite standards, Broadway melodies, the hits of Hollywood and the best of today's newest sounds...all presented in a chatter free atmosphere. However, each station is independently programmed. National, International and Regional and Local news is heard twice hourly in drive periods and at :25 the remainder of each day, with additional news briefs at :55 on KIXL. The use of AP, UPA and local staff reports are all under the supervision of a veteran news director. Adult in appeal are the concise reports concerning activities on the N.Y. Stock Exchange presented twice hourly with capsule summaries featured during the afternoon traffic period. Another adult features is Kixsul's "Jet Stream Weather"... a special weather service for business men and other travelers heard twice each day. Kixsul offers a brief run down on sports in the 7:30am news... Sportsline at 5pm, and Today's World of Sports at 5:55pm. For the ladies... a special Homemaker Show is presented each Saturday morning from 9 to 10... on KIXL.
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M			
	OVERALL TYPE		

News at :55 from 5:55am and 7:25am to 5:25pm. News at 6:25am, then every :25 from 8:25am to 4:25pm., then from 6:25pm to 11:25pm. News Headlines. News, weather, sports - 5 minutes.

Indep.  
1190 kc  
50,000w day  
1,000w night

Dallas, Texas

**KLIF**

Blair McLendon Station

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	PAXTON MILLS (from lam)	Contemp.	Music--lots of it, excellent job of filling equally important space between.
6	KEN DOWE & GRANNY EMMA	Contemp.	Ken and his lovable Grandma Emma wake Dallas with lots of great humor. A real pro, Ken creates situations that are sincerely funny & interesting. KLIF news at :20 & :40, frequent traffic and mobil news advisories.
7			
8			
9	DAVE AMBROSE	Contemp.	Music combined with a quick wit and an affiable personality. Particular attention given to contests and promotions directed to the mid-day listener such as cash calls and anniversary salutes.
10			
11			
N	MICHAEL O'SHEA	Contemp.	Using sources all around him, there seems to be no end to the ability of the "Blue-Eyed Smiling Irishman" to find humor in almost everything. Mid-day features such as cash calls and anniversary salutes.
1			
2			
3	CHARLIE VAN DYKE	Contemp.	Unique on the air style. His humor could almost be caustic much like Don Rickles but he does it in such a manner his listeners love it. Involved in almost every activity that involves the public. Charlie is one of a kind.
4			
5			
6	JIMMY RABBITT	Contemp.	Jimmy's stunts keep him constantly in the public eye. Perpetuates his controversial "image", but is in good taste at all times. Never puts his listeners on and sets a good example for the teens. Gives honest evaluations of records, people.
7			
8			
9	HAL MARTIN	Contemp.	Hal has a winning way with both teens and adults, getting the first with "their" music, correspondents' reports from area high schools, fan club news on top recording stars, and a pleasing personality loved by the kids. Hal makes frequent appearances at places where young adults congregate.
10			
11			
M			

OVERALL TYPE

Contemporary

5 min. news at :20  
Headlines at :40  
Sports at :50

Indep.  
730 kc  
500 w

-125-

Dallas, Texas

**KPCN**

Alan Torbet Assocs.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	BILL MACK SHOW	C & W	A vet of country music who has been seen & heard not only in Dallas & Ft.Worth areas but in such cities as San Antonio & Wichita Falls. Successful recording star-writes both words & music. Recently voted top C&W DJ in state and one of top three in the country. Compiles & edits our public service & community int.pgm
6			
7			
8			
9	JOE POOVEY SHOW	C & W	Featured as sheriff of Six Flags Over Texas, star of nationally acclaimed Big D Jamboree, and a singer on a weekly country music show-CBS network for 3 yrs. Joe's dynamic personality has attracted an ever increasing number of listeners.
10			
11			
N			
1	GEORGE SLOCUM SHOW	C & W	George serves as Farm Dir. of KPCN, having worked in both the nation's major mkts. and many rural mkts. of the southwest. 18 yr radio vet.
2			
3	RANDY RYDER SHOW	C & W	In addition to his show, Randy handles production of all commercial continuity and recorded announcements. Considered by all the most versatile member of KPCN staff. 5 yr. vet of broadcasting industry around the Dallas area.
4			
5			
6			
7			Sunrise to local sunset
8			
9			
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M			

OVERALL TYPE

Country & Western

Newscasts - 5 min. at :55 every hour. News headlines at :28. Weather casts at :15. Hymn of the Hour at :45. Ed Milton-News Dir. & handles news and weather during morning drive time. Frank Graham covers from 10:30 to 2pm, when Ken Elliot takes over until sundown. Together, and with a network of stringers, they have made our - "News with a Texas Accent".

CBS Affil.  
1080 kc  
50,000 w

-126-

Dallas, Texas  
**KRLD**

Indep.  
1150 kc  
1,000 w

Dallas, Texas  
**KVIL**

H-R NAB

Gill-Perna NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	NEWS & WEATHER	Talk	
	FARM & GARDEN	Talk	Dewey Compton reports.
	CLOCKWATCH	Stand.	
6	A.M. NEWSFRONT	Talk News	Members of KRLD's 33-man news dept. deliver local & area news, weather, sports, traffic & business reports. Global coverage by CBS newsmen. Many "actuality" reports by both CBS and KRLD newsmen.
7			
8			
9	CLOCKWATCH	Stand.	Chem Terry-music, talk. Audrey Tittle-KRLD's "Fact-Finder" with info.
10	CBS STARTIME	Variety	Dear Abby (5min.) Arthur Godfrey-55min. of very lively entertainment.
11	CBS & LOCAL NEWS	Talk	
	BACK TO BIBLE	Relig.	
N	NOONDAY NEWS-FRONT	Talk-News	CBS-Local News; Farm News; Weldon Owens' interviews.
	ASK THE EXPERT	Talk	W.Evans with live interview
1	COMMENT	Talk Int. Disc. Tel. Part.	Newsmen Wes Wise & Dick Wheeler have live & lively interviews with local and national headliners. Telephone calls from listeners. Collect calls OK too.
2			
3	CBS-LOCAL NEWS	Talk	
	SWAP & SHOP	Talk-Serv.	Phone & post card participation. Live bazaar.
4	P.M. NEWSFRONT	Talk News	Wide-ranging news extravaganza for drive-time and home listeners. Traffic, weather, stockmarket, sports. Local-world news from KRLD & CBS. Actuality and remote reports.
5			
6	LIFELINE	Talk	
	SPORTS-WISE	Talk	W.Wise-interviews, tel. part.
7	*SPORTS		*KRLD keeps strong sports image through broadcasts of Astro NL baseball; SWC & high school football and basketball, plus NFL championship and NCAA Bowl games.
8			
9	MUSIC FOR NIGHT PEOPLE	Stand. Album	On non-sports nights, D. Beuret hosts music by Kostelanetz, Mantovani, Weston, etc.
10			
11	MUSIC 'TIL DAWN	Album Classics	Tony Garrett hosts this nightly program sponsored by American Airlines.
M			
OVERALL TYPE		Talk - Standard	

AM	PROGRAM	TYPE	COMMENTS	
5				
6	DAVE SAUNDERS	Contemp.	Programming designed to attract teens and young adults. Music is up-tempo and carefully selected. The popularity of the records played is based on KVIL's survey of local record sales and listener requests.	
7				
8				
9	DAVIE LEE	Contemp.		
10				
11				
N	DAVID WAYNE	Contemp.		45-caliber news every hour at 45 past.
1				
2				
3	DAVID JANNEY	Contemp.		
4				
5				
6				
7	DAVID KELLY	Contemp.	6am to local sunset	
8				
9				
10				
11				
M				
OVERALL TYPE		Contemporary		

Network-local news on the hour. CBS Dimensions thru day and early evening. Sat. afternoon Met Opera in winter & spring. All interview shows allow telephone participation in Dallas-Ft. Worth and broadcast area. KRLD, the full-time 50kw voice of Texas is the oldest CBS radio outlet in the state. In '65, it won 4 out of 8 TAB awards in its population class.



NBC Affil.  
 ABC Affil.  
 820 kc  
 570 kc  
 50,000 w  
 5,000 w  
 Edward Petry

Dallas, Texas  
**WFAA**

MBS affil  
 1310 kc  
 5,000 w

-127-

Dallas, Texas  
**WRR**

NAB RAB

Avco Radio & TV Sales

NAB RAB

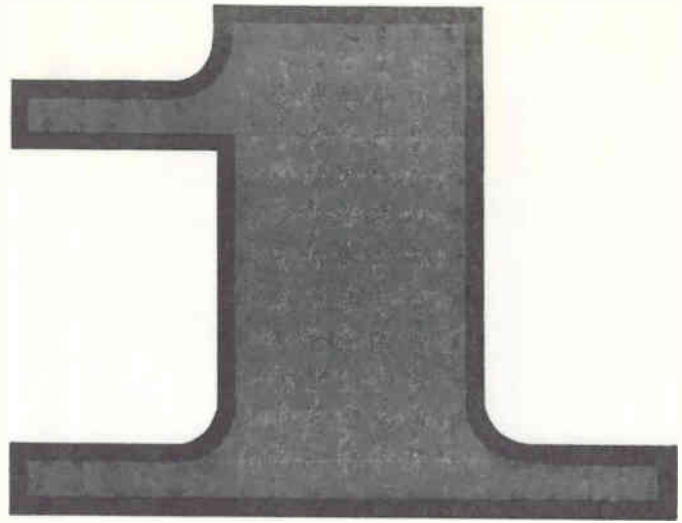
AM	PROGRAM	TYPE	COMMENTS
5	JOHN DARRELL	Pop.-Std.	(from Mid.) Music, talk, news
	WFAA RFD	Talk	Murray Cox & John Allen-info
6	CHARLIE VAN	Pop.-Std.	Music, news, weather, time
7	NEWS BLOCK	Talk-News	95 minutes of ABC, NBC and WFAA News, weather and sports.
8	BOBBY BROCK SHOW	Pop.-Std.	The music is bright, rhythmic..easily identifiable to the listener. NBC News, WFAA News, Emphasis and Julie Benell, who is a world-famous food authority. Benell featurette offer modern homemaking tips, interviews with leading food experts, guest celebrities - at 9:15, 9:45, 10:15, 10:45, 11:15, 11:45 a.m.
N	WFAA RFD	Service	Murray Cox-Farm, mkt. & weather
1	RALPH ROBISON	Pop.-Std.	ABC News, WFAA News, ABC Reports, weather and market reports.
2			
3			
4	MIKE MARSHALL SHOW	Pop.-Std.	ABC News, WFAA News, weather and market reports.
5	NEWS	Talk-News	Complete coverage of news, sports, markets, business, weather & timely features.
6	MIKE MARSHALL SHOW	Pop.-Std.	NBC News, WFAA News and NBC's News of the World.
7			
8	JIM ROSE SHOW	Pop.-Std.	NBC News, WFAA News and weather.
9			
10			
11			
M	JOHN DARRELL SHOW	Pop.-Std.	WFAA News and weather
	OVERALL TYPE	Pop.-Std.	

WFAA augments ABC & NBC news with its own extensive crew of reporters and mobile units. Local news scheduled adjacent to network news. News specials, discussion programs on current local or national affairs. In season Southwest Conference and High School football.

AM	PROGRAM	TYPE	COMMENTS
5	KENNY SARGENT SHOW (from midnight)	Pop. Stand.	Night owls remember Kenny as the golden voice of the Glen Gray Cass Loma band.
6	JIM LOWE SHOW	Pop. Stand.	Here's Fun Radio at its funniest. Music is bright, light and wake-uppish, the chatter easy-going, the comedy fresh and frisky. Time Time, traffic, weather. Same time slot for 10 yrs., longest tenure on same station, same time of anyone.
7			
8			
9	BRICE ARMSTRONG SHOW	Pop. Stand.	An underdeveloped, Steve Allen...who does impressions and adds human interest to News. Library of Laffs on the 3/4 hour.
10			
11			
N	INNER VIEW	Tel. Part	Buice Armstrong- Hal King
1	HAL KING SHOW	Pop. Stand.	Sparkles and bubbles through a matinee of light-hearted rhythm, amiable chatter, authoritative news and sports reports...Library of Laffs.
2			
3	BEN SMITH SHOW	Pop. Stand.	Newsy, nosy commentary rides along with up-tempo tunes... Fina Traffic Reports, Library of Laffs...News and sports.
4			
5			
6	NEWS BLOCK	News	Operation Newsbeat-local news-sports reports-MBS Commentary.
7	LEE ARTHUR SHOW	Pop. Stand.	Up-to-the-minute news & sports in season for every fan, music made for enjoyment and interesting comments along the way. Lee Arthur dotes on helping folks end their day with a smile and a feeling of well-being. 30 yr. radio vet-has a following of young and old alike.
8			
9			
10			
11			
M	KENNY SARGENT SHOW (till 6am)	Pop. Stand.	The show that does give a hoot about the night owls.
	OVERALL TYPE	Popular-standard	

WRR Fun Radio adds excerpts from comedy albums every hour. Football, basketball & baseball in season. 96 times dail daily-concise, authoritative news, world-wide by Mutual & traffic reports. Our "Pop-Standard" menu serves a refreshing sound of current and stock singles and LP's but excludes rock n' roll. Foreground sound. MOR music daily includes morsels for every taste. Live broadcasters of all major sports.

# KSTT IS No.



## IN THE QUINT CITIES

**1** **1st in Audience** — No. 1 in metro household share of audience, Mon.-Fri. 6 AM-Midnight.\*

\*Pulse, Inc., 3-county metro survey, April 1968. Subject to limitations therein.

**1** **1st in Personalities** — Loyal listeners tune in KSTT where the pace is light and happy throughout the day. Lively and adept personalities combine bright music with timely topics and ready wit, interspersed with frequent news, time and weather checks.



Johnny Novak  
5 a.m. - 9 a.m.



J. P. Lamont  
10 a.m. - 3 p.m.

Bobby Rich  
3 p.m. - 6 p.m.

Don Williams  
6 p.m. - 10 p.m.

Clark Anthony  
10 p.m. - 1 a.m.



Morris Alter  
News Director

**1** **1st in News** — KSTT's 5-man staff of professional journalists, the area's largest radio news department, reports in-depth the newsworthy events of a dynamic community in 35 daily newscasts.



Dan Hibbs  
Morning Editor

Jeff Blake  
Afternoon Editor

Peter Buckley  
Night Editor

Larry Cooper  
Reporter



**1** **1st in Public Affairs** — "Conversation with Ruth and Fred" is the Quint-Cities' only daytime telephone show. For eleven consecutive years, listeners have discussed important topics of local and national interest with two of the most stimulating and knowledgeable people in broadcasting.



Ruth



Fred

**1** **1st in Sports** — Play-by-play coverage of University of Iowa and area high school football and basketball plus frequent sports reports make KSTT a sports leader in the Quint-Cities.



KSTT, Davenport, Iowa  
ABC Radio for Iowa-Illinois' 2nd Largest Market  
Represented Nationally by Radio Sales



# DAVENPORT

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KSTT	6	20. 6-9a	18. 9-4p	20. 4-7p	18. 7-10p	14. 10-1a	80%	50%		8%
	12	19.	17.	19.	17.	13. 5-6a				
	18	18.	16.	18.	16.	12.				
	24	17.	15.	17.	15.	11.				
KWNT	1	8. flat					6%	4	5%	10%
	50 (4wk.)	6.								
WHBF	10	22.50 5:59-	18. 10-1p	18. 3:30-7p	13.50 7-12m					
	15	20. 10a	16. 5:29-	16.	12. 1-3:30p					
	20	17.50	14. 5:58a	14.	11.50					
WOC	7	18. 6-9a	14. 9-11:50	14. 1-7p	11. 7-12m		See Card		See Card	
	14	16. 11:50-1p	12. on - 6a	12.	10.					
	21	14.	10.	10.	9.					
WQUA	12	23. 6-10a	20. 10-3p	23. 3-7p	14. 7-m	12-5a	80%	50%	5%	10%
	18	21. 3-7p	18.	21.	13.	On request				
	24	20.	17.	20.	12.					

For just \*\$45 you can have your own copy of the 1968 RADIO PROGRAMMING PROFILE . . . including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

ABC Contemp. Radio  
1170 kc  
1,000 w

-130-

Davenport, Iowa

**KSTT**

H-R

NAB

AM	PROGRAM	TYPE	COMMENTS
5	REX MILLER vSHOW	Pop.- Contemp.	Five minute news at :25 and :55. Latest sports results. Weather at :15 and :45. Music-News format. Traffic information.
6			
7			
8			
9	PHONE SHOW Ruth & Fred	Talk	Telephone participation. Discussion of current event topics.
10	JOHN NOVAK SHOW	Pop.- Contemp.	Five min. News at :25 and :55
11	REMEMBER WHEN	Stand.	Five min. News at :25 and :55. Old favorites by request.
N	NEWS	Talk	News - Farm Markets, weather, sports reports.
1	JOHN NOVAK SHOW	Pop. Contemp.	Five minute news at :25 and :55. Weather at :15 and :45 Music - News format.
2			
3	BOBBY RICH SHOW	Pop.- Contemp.	Five minute news at :25 and :55. Weather at :15 and :45 Music-News format. Traffic information.
4			
5			
6	CLARK ANTHONY SHOW	Pop.- Contemp.	Five minute news at :25 and :55. Weather at :15 and :45. Music - News format. Featuring the KSTT Super 40 Survey Sounds.
7			
8			
9			
10	DEANE CLARKE SHOW	Pop.- Contemp & Stand	Five minute news at :25 and :55. Weather at :15 and :45. Music - News format. Night time edition of Remember When.
11			
M			
OVERALL TYPE		Pop.-Contemp.	

KSTT is the only contemporary music station in the market. The music is tempered to fit the time of day. During adult listening times, old favorites or flashbacks are mixed with popular music. During Teen listening times KSTT features the "Super 40" Survey Sounds. The KSTT "Good Guys" are important personalities. KSTT's five-man news staff represents the largest radio news team in the market. News is heard 35 times daily. Sports coverage includes University of Iowa "Big 10" Football & Basketball play-by-play, Gridiron-high school football coverage and Basketball Tournaments.

In Iowa-  
Illinois'  
2nd Largest  
Market

**KSTT**  
**Dominates**

**1<sup>ST</sup>** in metro household share of audience Mon.-Fri. 6 AM-12 Noon, 12 Noon-6 PM and 6 PM-Midnight.\*

**1<sup>ST</sup>** in number of metro 18-49 adults Mon.-Fri. 6-10 AM, 10AM-3 PM, 3-7 PM and 7-12 Midnight.\*

**1<sup>ST</sup>** in number of different households and persons reached daily and weekly in metro area.\*

**1<sup>ST</sup>** in 6-county survey area among 18 stations in number of different households and persons reached daily and weekly.\*\*

\*Pulse, Inc. 3-county metro survey, April 1968 \*\*Pulse, Inc. 6-county survey, April 1968. Subject to limitations therein.

**K**  
**STT**

Davenport/Rock Island/Moline

Represented Nationally by  Radio Sales

MBS Affil.  
1580 kc  
500 w

Davenport, Iowa  
**KWNT**

CBS Affil.  
1270 kc  
5,000 w

-131-

Rock Island, Ill.  
(Davenport)

**WHBF**

Gill-Perna

RAB

Edward Petry

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	MORNING SHOW	C & W	Morning show presents modern Country music - news sports, etc., and Lifeline-15 min. of commentary. Farm Fax with Bob Robinson is the only complete farm show in the market.
7	Jim Hobbs		
8			
9	HAL RAYBORN SHOW	C & W	Modern Country Music - time, temp. etc. The "Trade A Way" portion of the show allows for audience phone calls to buy, sell, trade. Aired via beeper (average 125 calls per hr.)
10			
11			
N	JIM HOBBS SHOW	C & W	Farm News, Chicago live-stock market direct via beeper. Modern C & W music, time, temp., etc. Help Your Neighbor feature aired via beeper. Discussion of household problems, exchange of recipes, etc.
1			
2			
3			
4	HAL RAYBORN SHOW	C & W	C & W music, time, temp.etc. 15 min. News & Sports by Bill Stern. Around the Track with Hal is the only Stock Car Racing program in the market.
5			
6			
7			Sunrise to local sunset
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	THE JACK RAMSER SHOW	Pop. Stand.	Likeable, listenable Jack helps start the day right with his particular musical mixing of pop tunes and old standards in modern dress, sprinkled with time, temp., weather forecasts and other info. to plan the day. He features jokes, homemaker hints, teen tips and other info. tidbits sent in by listeners. Jack feels close to his audience and uses music & info. they want.
6			
7			
8			
9	MARTHA BOHLSSEN SHOW	Talk	
10	JACK RAMSER	Pop. Stand.	
11	NEWS-DEAR ABBY	Talk	Abbey Van Buren
	ROUND THE TOWN	Talk	Nancy Garamania
	MUSIC-DICK STUART	Pop.Std.	Mostly up-tempo pop & stds.
N	NEWS - FARM NEWS	Talk	
	MUSIC-DICK STUART	Pop.Std.	
1	ARTHUR GODFREY	Variety	
2	THE DICK STUART SHOW	Pop. Stand.	
3			
4			
5	NEWS BLOC	Talk News Sports	Business news, Lowell Thomas, local and network news, news features, sports and CBS Dimension.
6			
7			
8	STEVE HYETT SHOW	Pop. Stand.	Popular music, sprinkled with Steve's own particular brand of comments and service information such as weather, scores, club activities and things-to-do.
9			
10			
11	FLY BY NIGHT Steve Hyett	Pop. Stand.	More up-tempo and recent pops designed for the older teens and young adults
M			Sign-off

OVERALL TYPE Country & Western

OVERALL TYPE Pop.-Standard

Mutual Network News on the hour and half-hour all day long. Two hours of telephone participation each day. KWNT is programmed 100% with the modern country music sound, formatted tight operation. We are the only station airing C & W in the market, thus the audience is unduplicated and loyal.

15 min. local newscasts at 6, 7, 8am, noon, 3:30, 5 & 10pm. CBS 10-min. news on the hour followed by 5 min. Dimension. World News Roundup at 7:15am. Local news - 5 min. at 6 and 11pm. Generally bright middle-of-the-road - heavy on news and community service. Do not emphasize personalities. Use some programs other than music (Point of Law, Martha Bohlsen, Farm News, Business News, Round the Town, etc.)

Indep.  
1420 kc  
5,000 w

-132-

Davenport, Iowa

**WOC**

Indep.  
1230 kc  
1,000 w day  
250 w night

Moline, Ill.  
(Davenport)

**WQUA**

Blair Palmer Bdctg. NAB

Robert Eastman NAB

AM	PROGRAM	TYPE	COMMENTS
5	DON MANLEY MORNING SHOW	Pop. Stand.	Bright, wakeup type music along with complete weather and sports info as well as news each half hour from the largest broadcast news operation in the quad cities.
6			
7			
8			
9	TOM PARKER MIDDAY SHOW	Pop. Stand.	MOR music policy prevails with continued frequent use of information on weather, etc. and news on the hour.
10			
11	CALL BILL GRESS	Talk-Tel. Part.	Comments by Bill Gress with listener participation by phone.
N	NEWS	News	Complete local & national & agricultural news.
	PAT SUNDINE PHONE FORUM	Tel. Part.	Phone participation mainly for women.
1	DIRECT LINE WITH CHARLES KING	Talk-Tel. Part.	Conference calls with national figures plus phone participation locally.
2			
3	DOUG DAHLGREN MATINEE SHOW	Pop. Stand.	MOR music including complete weather and sports with news at the top of each hour.
4			
5			
6	NEWS FINAL FOR 6	News	Complete news, weather, sports and comment.
7	RADIO PM WITH ERNIE MIMMS	Stand.	Easy listening sounds chosen with a musician's touch for three hours of relaxation. Light, quiet mood music.
8			
9			
10	NEWS FINAL AT 10	News	Complete news, weather, sports and comment.
11	CONTACT WOC WITH BOB ALLARD	Talk-Tel. Part.	Listener participation phone show with occasional guests both live and via conference call.
M			
OVERALL TYPE		Popular - Standard and Talk	

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC NEWS	Pop.-Stand.	Morning man on WQUA, Jim McShane does a fast paced show with lots of humorous bits. Jim comes to us by way of WMCA, WBBM, WHB... need we say anymore?
6	Jim McShane		
7			
8			
9			
10			
11	MUSIC NEWS	Pop.-Stand.	Bob Allen knows what the busy housewife likes to hear and provides it. Bob comes to WQUA with a wealth of experience. Now 28, Bob spent his earlier years with KTKT in Tucson, later shifting to the Midwest, including a stint at WIRE, Indianapolis.
N	Bob Allen		
1			
2			
3	MUSIC NEWS	Pop.-Stand.	Earl Spencer, 30, does the afternoon drive-time show, plus high school football & basketball. With a degree in announcing and engineering, Earl picked up his early experience with California and Illinois stations. His programs are contemporary, yet very adult in all respects.
4	Earl Spencer		
5			
6			
7			
8	MUSIC NEWS	Pop.-Stand.	Bob Gann, 26, comes to WQUA with a background beginning at KGRN in Grinnell Iowa; WROK in Rockford, Ill; and WOC in Davenport, Iowa. Working in the Quad-Cities while finishing college, Bob is a very talented air personality with an easy, relaxed style.
9	Bob Gann		
10			
11			
M	MUSIC - NEWS Adam Jones (to 5am)	Pop.-Stand.	Adam is a very strong personality of the "madcap" nature, with loyal audience.
OVERALL TYPE		Pop.-Standard	

WOC Radio programs for those in the "Young Adult" thru "Medicare" category.

News: Ken Buel is in charge of Public Affairs. Steven Steffa is News Director. Total-four man news staff. Services of UPI and UPI Audio. Four 15-minute newscasts a day. Five-minute newscasts on the half-hour throughout the day. First Quad-City station to editorialize, beginning 1960.  
Sports: University of Iowa Basketball and Moline High School sports. Notre Dame football.  
Music: Featuring a liberal or contemporary middle-of-the-road music format 24 hours a day, with the exception of classical music 8-11 pm Sunday. The music format is along the lines of WNEW, WIP, KSFO, et al.

# DAYTON

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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WAVI	6	24. 6-10a	21. 10-3p	24. 3-7p	21. Other		80%	50%	5%	
	12	22.	19.	22.	19.					
	18	20.	17.	20.	17.					
	24	18.	15.	18.	15.					
WING	6	42. 6-10a	37. 10-3p	42. 3-7p	32. 7-12m		80%	60%	5%	10%
	12	40.	35.	40.	30.					
	18	38.	33.	38.	28.					
	24	36.	30.	36.	26.					
WONE	6	40. 6-10a	36. 10-3p	40. 3-7p	32. 7-12m	12m-6a	80%	50%	5%	10%
	12	36.	32.	36.	29.	On request				
	18	32.	28.	32.	26.					
	24	28.	24.	28.	23.					

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149



Indep.  
1210 kc  
250 w

-134-

Dayton, Ohio  
**WAVI**

CBS Affil.  
1290 kc  
5,000 w

Dayton, Ohio  
**WHIO**

Alan Torbet Assocs.

NAB

Edward Petry

Cox Broadcasting

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	BILL HAMBY SHOW	C & W	Country music hits, plus "sports shorts", weather and news, requests and dedications.
7			
8			
9			
10	JAY WILLIAMS SHOW	C & W	Country music hits plus half-hour "Music Explosions" of constant country music. News on the hour and half hour.
11			
N	BRADY WATSON SHOW	C & W	Drive time country music hits with requests and dedications, traffic bulletins, salutes to the industrial plants.
1			
2	JAY WILLIAMS SHOW	C & W	Hatfield show has country music, evening weather requests and dedications.
3			
4			
5	NEWS AND INFO		News, Stock Mkt., Sports.
6	BRADY WATSON SHOW	C & W	Show until sign-off.
7			Sunrise to local sunset.
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western (Modern Country)

Network news on the half hour  
Local news on the hour - actualities  
News in Depth programs 7:30 AM, 12N & 5PM  
Features: Country Music "Hall of Fans"  
"Dayton's Finest" (salute to individual Dayton Policemen)  
"Town Crier" (Community events)

AM	PROGRAM	TYPE	COMMENTS
5	MORNING SHOW	Pop.-Stand.	Program Director Lou Emm conducts first 5 hours. Emm has been a radio personality in the Dayton area for 27 years. Dayton adults by the thousands begin their day by "Dialing Emm for Music". The temperature, weather and helicopter traffic reports - music and humor make this show a must.
6	Lou Emm		
7			
8			
9			
10	ARTHUR GODFREY TIME	Variety	
11	MORNING SHOW Norm Swenson	Pop.-Stand.	
N	3-D Norm Swenson	Pop.-Stand.	Music, News, Information
1	CONVERSATION PIECE Lou Emm Ted Ryan Andy Cassells	Talk-Tel. Part.	"Conversation Piece" is a telephone program that gives listeners a chance to ask questions of today's newsmakers.
2	ROAD SHOW Winston Hoehner	Pop.-Stand.	Helicopter traffic reports, and topical bits of information.
3			
4			
5	NEWS BLOCK	News	Local News-weather-business news-sports-Cronkite Report Let's Talk Sports, Lowell Thomas, Sports Time, The World Tonight, World-Wide Sports-Reasoner-Kendrick.
6			
7			
8	CARAVAN Tom Molloy	Pop.-Stand.	Music with news on the hour. CBS features sports, news. CBS Dimension.
9			
10	CONCEPT IN MUSIC Lou Emm	Pop.-Stand.	Evening mood music
11	CARAVAN Tom Molloy	Pop.-Stand.	Music with news on the hour.
M			

OVERALL TYPE Popular-standard

CBS News on the hour  
CBS Dimension  
Farm News, 5:05 AM, 5:40 AM, 5:50 AM, 12:15 PM  
Cashbox "Easy Listening" Chart  
The morning & afternoon drive time makes use of comedy excerpts featuring many of the top tips in humor.  
WHIO music covers the whole spectrum of middle-of-the-road music.

Indep.  
1410 kc  
5,000 w

-135-

Dayton, Ohio  
**WING**

Indep.  
980 kc  
5,000 w

Dayton, Ohio  
**WONE**

Eastman

McGavren-Guild-PGW

Group One Station

RAB

AM	PROGRAM	TYPE	COMMENTS
5	STEVE KIRK	Contemp.	Steve's jokes and long time sidekick, Walter the Poet, make a smooth blend with the top music of the day...the time, temperature and weather..as well as traffic reports, sports and news. Years of experience at WCOL in Colorado and WSAI in Cincinnati have made Steve Ohio's Big, Big, Big AM Gun.
6			
7			
8			
9			
10	JAY ELLIOTT	Contemp.	Jay Elliott has a way with "multiplying" listeners.His very professional approach comes from years of top experience before the "mikes" of some of the best known radio stations in the Nation. Jay began his radio days in 1959 in Kansas City at WHB. Among other stations were WLS, Chicago..KBTR, Denver.. and WNOR, Norfolk.
11			
N			
1			
2	FRED WINSTON	Contemp.	Fred Winston is a "bug" on music. Good thing! Because in addition to being WING's "Prime Mover" in afternoon traffic hours--he's Music Director for WING. Winston is a musician in his own right, playing drums and electric bass..and actually having played professionally with a band at one time in his career.
3			
4			
5			
6	JOHN ALEXANDER	Contemp.	WING's "Knight Commander"of the Night is just a quarter century old. Still, he rules the airwaves of "WING Island" with firm authority. Began his radio career at WOMP in Bellair, Ohio..later worked at WING's sister station WCOL in Columbus,O.. then to WING as a newsman, before turning to music.John loves "Night People" best!
7			
8			
9			
10	JERRY DENNIS	Contemp.	"Jumpin" Jerry Dennis calls Dayton his home..and has been an avid radio buff since his high school days when he helped produce a weekly Junior Achievement TV show. Jerry has spent over 8 years in Ohio radio stations.
11			
M			

OVERALL TYPE Contemporary

News at 20/20; 5 mins. at :40, 2½ mins. at :20; full five during drivetime.  
Sports report - one per hour- 1 minute; 10 minutes at 5:50 P.M.

AM	PROGRAM	TYPE	COMMENTS
5			
6	KELLY SHOW	Pop. Stand.	
7			
8			
9	RICK STEVENS SHOW	Pop. Stand.	
10			
11			
N	WAYNE MOSS SHOW	Pop. Stand.	
1			
2			
3	BOB LYONS SHOW	Pop. Stand.	
4			
5			
6			
7	KENT SHOW	Pop. Stand.	
8			
9			
10			
11			
M	JIM HOWELL SHOW	Pop. Stand.	

OVERALL TYPE Popular-standard

Up-tempo middle-of-the-road music, news and sports.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KBTR	5	15. 6-10a	15. 10-3p	15. 3-7p	11. 7-12m	2. 12-5a	80%	60%	15%	20%
	10	12.	12.	12.	10. 5-6a					
	15	11.	11.	11.	9.					
KDEH	10	8.50 MDS (10 days)					6.50	4.50	5%	10%
	20	8.					6.	4.30		
	30	7.50					5.50	4.10		
	40	7.					5.25	3.90		
	50	6.50					5.	3.70		
	60	6.					4.75	3.50		
	70	5.50					4.50	3.30		
	80	5.					4.25	3.10		
KDKO	6	15. 6-10a	12.50 10-4p	15.00 4-7p	12.50 Other		75%	50%	5%	10%
	12	12.50	10.00	12.50	10.00					
	18	10.00	8.00	10.00	8.00					
KPSC * Freq. Rates	26	5.40					3.95	75%		
	52	5.30					3.90	of		
	104	5.20					3.80	30		
	156	5.00					3.70	Sec.		
	208	4.80					3.60			
	260	4.60					3.50			
	312	4.40					3.40			
	365	4.20					3.30			
500	4.00					3.00				
KGNU	12	6. All periods					80%	50%	10%	20%
	18	5.50								
	24	5.								
	36	4.75								
	48	4.50								
	60	4.25								
	72	4.								
	100	3.50								
KHOW	6	42. 6-9a	33. 9-3p	42. 3-6p	22. 6-6a		80%	60%		10%
	12	36.	30.	36.	20.					
	18	33.	27.	33.	18.					
	24	30.	24.	30.	16.					
	30	28.	22.	28.	14.					
KICM	6	12. MDS					70%	50%	10%	15%
	12	11.25								
	18	10.50								
	24	9.75								
	36	9.								
KING	6	45. 6-10a	36. 10-3p	45. 3-7p	32. 7-12m	Mid-6am (Package - 36- 60's per week at \$600/mo.)	80%	60%		10%
	12	40.	34.	40.	30.					
	18	37.	30.	37.	28.					
	24	37.	28.	37.	26.					
KLAK	6	23. 6-9a	19. 9-4p	23. 4-7p	14. 7-12m		80%	50%		10%
	12	20.	17.	20.	12.					
	18	17.	14.	17.	10.					
	24	15.	12.	15.	9.					
KLS	6	6-10a	30. 10-11 <sup>15</sup>	4-7p	30. 7-12m		80%	50%		10%
	12	(1x 40.)	27. 12-4p	(1x 35.)	27.					
	18	(260x 33.)	24.	(260x 30.)	24.					
	24		22.		22.					
KOA	6	50. 6-10a	38. 10-12:20 1-3p	45. 3-7p 12:20-1p	29. 7-10p	22. Other	80%	60%	4%	8%
	12	46.	35.	41.	27.	19.				
	18	43.	32.	38.	25.	18.				
	24	40.	29.	35.	23.	17.				
	30	38.	26.	33.	21.	16.				
KOSI	6	14. 6-9a	12. 9-3p	14. 3-6p	9. 6-12m		See Card		See Card	
	12	13.	11.	13.	8.					
	24	12.	10.	12.	7.					
KQXI	6	7. 6-9a	6. 9-3p	7. 3-6p	6. 6-8ign Off		80%	50%	15%	20%
	12	6.75	5.75	6.75	5.75					
	18	6.50	5.50	6.50	5.50					
	24	6.25	5.25	6.25	5.25					
	48	5.50	4.50	5.50	4.50					
KTLN	6	30. 6-10a	23. 10-6:30p	17. 6:30-12m			80%	50%	10%	20%
	12	28.	21.	16.						
	18	27.	19.	15.						
	24	26.	18.	14.						
	30	25.	17.	13.						
	36	24.	16.	12.						

ABC Info. Net.  
710 kc  
5,000 w

-138-

Denver, Colorado  
**KBTR**

Indep.  
1340 kc  
1,000w

Denver, Colorado

**KDEN**

John C. Butler Mullins Bdcstg. NAB RAB

PRO Time Sales NAB

AM	PROGRAM	TYPE	COMMENTS
5	NEWSRADIO 71	All News	ABC INFORMATION NETWORK NEWS ON HOUR, EVERY HOUR, 7 AM to 11 PM, 10 MINUTES
6		All the Time	
7			<u>SPORTS-</u> ABC - 7:45 AM - 3½ Min. 6:10 PM - Tom Harmon, 10 min.
8			<u>LOCAL</u> - Every hour, :15 and :45
9			<u>COMMENTARY-</u> ABC - 8:05AM Paul Harvey - 12:00 N Paul Harvey
10			- 6:20 PM Alex Dreier
11			<u>LOCAL</u> - 7:30 AM-12:30 PM & 4:35PM - Carl Akers with "This and That"
N			<u>BUSINESS NEWS</u> - - :25 after hour
1			<u>BULLETIN BOARD-</u> - :55 after hour
2			<u>SKI/FISHING REPORTS</u> - - :25 weekends
3			<u>WEATHER REPORTS</u> - - :10, :20, :40 and :50 after hour
4			<u>BULLETINS-</u> - at any time, 24 hours a day
5			
6			
7			
8			
9			
10			
11			
M			

OVERALL TYPE All News

Total of only 12 commercial minutes per hour. KBTR five complete mobile units with 2-way radio & mobile phone communication. Employs UPI Audio, UPI broadcast wire, AP Radio, Western Union Sports Wire, UPI "A" Wire, Bell System Weather Wire, ABC Information Network.

AM	PROGRAM	TYPE	COMMENTS
5	WAKE-UP TIME Dave Lynn	Album Stand.	Transition from nighttime music to wake-up music. Lots of time and temp.
6	CLOCKWATCHER Tim Sullivan	Album Stand.	"History Quiz" shorts keep listeners tuned in. Current local interest subjects such as metropolitan lunch menus. Tim is aided by Glenn Howard with news, and sports personality Bill Reed with a 7:25 sportscast. Time checks constantly & weather.
9	AMOLE'S CORNER Gene Amole	Album	Pop & jazz. Interviews - Shirley Jones, Jack Cassidy, even inmates from State Penitentiary, keep listeners informed on "What's Happening". Humor whenever possible. Gene is well known for his witty philosophy and personalized ad-lib commercials.
N	SAND CASTLE Don Best	Album Stand.	Up-to-the-minute music mixed with nostalgic "Music of the Past" by Don, a well-known Denver Radio personality.
2	MATINEE WITH LLOYD Lloyd Knight	Album Stand.	Chatter, a couple of comedy selections and modern, but not hard rock music.
3	THE HAPPY HOUR Gene Amole	Album Stand.	Fast-paced program of music and news, interspersed with typical Amole comments and humor. First portion of a traffic time show.
5	INFORMATION	Talk News	Don Best-News; Phil Jensen-weather; Fred Leo-Sports; Jim Steel-Financial; E. Nightingale
6	DOWN TO EARTH John Wolfe	Album Folk	Ethnic folk music from America and foreign countries. John is foremost authority.
7	CONCERT John Wolfe	Album Class.	Each night, John presents a major symphonic work and occasionally an interview with local personalities about local productions. Brief commentary interjected preceding some selections about the composer, or the work, or both.
10	THE RADIO PROGRAM Don Best		Don calls this music "underground". It's the first music in many yrs. which offers a valid music form in the popular vein. Some might call it a type of rock -- it is not.
M	NIGHTTIME Dolly Holiday	Album Stand.	Easy listening vocal & instrumental music with a minimum of conversation.

OVERALL TYPE Album - Standard

News is presented each hour, on the hour, for five minutes. KDEN carries the local football games in addition to the Notre Dame football games (in season) and Colorado Univ. basketball games (in season)



Indep.  
1510 ko  
1,000 w

Denver, Colo.  
**KDKO**

Greener, Hiken, Sears

AM	PROGRAM	TYPE	COMMENTS
5	BOB ALLEN	R & B	KDKO is the <u>only</u> all-Soul radio station in the Denver market. Disc jockeys are either Negro or White. Denver has but <u>two</u> contemporary sound radio stations; KDKO being one of the two. News, five minutes on the :45 ; headlines on quarter -hour. Separate News Department. Within 10am newscast Civic News and Society News, etc. Sports news in the Bob Allen show, Dr. Daddy O's show and the Nite Hawk Show.
6			
7			
8			
9			
10	HONEY BEE	R & B	
11			
N	JOHNNY COOL	R & B	
1			
2			
3			
4	DR. DADDY O	R & B	
5			
6			
7			
8	NITE HAWK	R & B	
9			
10			
11			
M	SUSIE SOUL	R & B	

OVERALL TYPE      Rhythm & Blues

24 hours a day

Denver's negro population has increased 25% in past 24 months; now metro area has 52,700 negros.

Denver, Colorado  
**KFSC**

Indep.  
1220 ko  
1,000 w

National Time Sales

NAB    RAB

AM	PROGRAM	TYPE	COMMENTS
5		Ethnic (Span.)	<p>Since it went on the air in mid-1954, KFSC has lived up to its intentions, as expressed in its FCC application: "...to serve the public interest, convenience &amp; necessity in Spanish".</p> <p>As the only station in Denver serving its sizable Spanish-speaking community, KFSC has received hundreds of citations, awards &amp; letters of appreciation from civic organizations throughout its marketing area in cognizance of its service to &amp; influence of the Spanish-speaking population in Colorado's number one market.</p> <p>There are over 90,000 Spanish-speaking people in the primary service area of KFSC, of which an estimated 55,000 are in the Denver metropolitan area. As an illustration of the importance of KFSC - it is responsible for the development &amp; growth of the Good Americans organization, composed of the Spanish-speaking people. Paco Sanchez, owner of KFSC, is founder &amp; President.</p> <p>An average of 5,000 people visit the GAO community center monthly &amp; during the fiesta months of June, July &amp; September, an average of 20,000 people come each month to enjoy the activities. No other medium promotes this facility of the GAO - which has grown to an organization worth \$150,000 in assets!</p> <p>KFSC programming revolves around varied music, news &amp; the personalities of Paco Sanchez whose "La Hora Guadalajara" has been on the air over 10 years, Levi Beall &amp; George Sandoval, plus others.</p> <p>The loyalty of the Spanish-speaking people, axiomatic to those familiar with the warm-hearted, loyal Latin, is particularly true in Denver where, out of 18 local AM and FM stations, only one for Spanish listeners.</p>
6			
7			
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			

OVERALL TYPE      Ethnic - Spanish

Sunrise to local sunset.

Indep.  
1150 kc  
1,000 w

-140-

Denver, Colo.  
**KGMC**

Indep.  
630 kc  
5,000 w

Denver, Colo.

**KHOW**

Pro Time Sales

RAB

Radio Adv. Reps.

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	BOB HALLGREN	Varied	Music programmed to include "The Best of Three Worlds."
7	WAYNE VANN	Varied	The concept not only includes the million-seller hits of yesterday, but the best of the EZ listening, adult contemporaries, and pop country of today.
8			
9			
10	FRED ELLIS	Varied	This instantly recognizable music is backed by smart production, and augmented by consistent "Instant News" breaks, up-to-the-minute news and sports coverage, plus personalities with great warmth and enthusiasm.
11			
N			
1			
2			
3	STEVE SCOTT	Varied	
4			
5			
6			
7			6am to local sunset
8			
9			
10			
11			
M			

OVERALL TYPE Varied

KGMC is programmed for young adults who have outgrown hard rock, plus mature adults who like a great variety of music.

The 1150kc middle-of-the-dial frequency is well separated from other Denver stations ... and the non-directional signal reaches out to cover most of the populous Northern Colorado towns.

AM	PROGRAM	TYPE	COMMENTS
5	NICK DADDIS (from midnight)	Pop. Stand.	The diminutive Daddis blends warmth, vitality, & tidal wave of active music.
6	"DETROIT LEE"	Pop. Stand.	"Detroits" in Denver. Adds chaos to geography and gentle, contemporary humor to Denver mornings. His involvement, theatrically, in N.Y., Detroit and locally add an extra dimension to his constant conversation-motivating flights into A.M. wilderness.
7			
8			
9			
10	ELMER FOX	Pop. Stand.	Denver radio's "quiet man" utilizes an intimate approach with which to pound home the significant issues. Controversy, wit, community involvement - that's Fox!
11			
N	"BUZZ & BARNEY"	Pop. Stand.	"The Bickersons" enjoy a vicarious, totally spontaneous rejuvenation through "Buzz & Barney". Buzz Lawrence, one of the impeccable music minds in bdcstg. & Rosemary Barnwell (former Miss Colo.-Universe) create enjoyable excursion.
1	Buzz Lawrence Rosemary Barnwell		
2			
3	PERRY ALLEN	Pop. Stand.	During 21 yr. bdcstg. stint from Buffalo, N.Y. to L.A. and Seattle, Wash., Allen has copped Sigma Delta Chi awards for work as a documentarian...he's written for TV & top comics ...he's knee-deep in a deluge of self-contrived, controversial funnies.
4			
5			
6			
7	PROFESSOR K-HOW Dave Baysinger	Talk-Tel. Part.	Dave Baysinger guides the fortunes of this high-powered give-away quiz-opus which enjoys a singularly unique position in today's broadcasting. Questions range from the comedic to the "brain-buster". Ten incoming phone lines are never dark during this provocative time-segment. Baysinger integrates sporadic bursts of music to add yet another facet.
8			
9			
10			
11			
M			

OVERALL TYPE Popular-standard

In depth news on hour and half-hour. Mobile ground units, aircraft and editorializing serve to create a total news image. KHOW airs Airforce Academy football and basketball. Constant heavy promotion (including outdoor) plus comprehensive traffic coverage contributes significantly to the overall station-image.

Indep.  
1250 kc  
1,000 w

Golden, Colorado  
(Denver)

**KICM**

Indep.  
950 kc  
5,000 w

-141-

Denver, Colorado

**KIMN**

Direct

Metro Radio Sales

Metromedia, Inc.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS	
5	CONTINUOUS MUSIC THROUGHOUT THE ENTIRE DAY	Album Stand.	15 minute programs from 7 a.m. to 9:30 a.m. John Gary Program Connie Francis Program Ray Coniff Program Mantovani Progrsm Mitch Miller Program Percy Fsith Progrsm Sinatra Program Luboff Program Kostelanetz Program Nat Cole Program	5	DON BELL SHOW (from midnight)	Pop.- Contemp. Stand.	News to AllNight Show. Don has been with KIMN on week- ends for two years.	
6				6	ROSS REAGAN SHOW	Pop.- Contemp. Stand.	Ross features the best of today's pop music, albums and standards hits of the past. His mellow, deep voic voice and pleasant, informal style combined with a natur- al wit makes the early morn- ing rush hours more enjoy- able.	
7				7				
8				8				
9				9	ROBERT E. LEE SHOW	Pop.- Contemp. Stand.	"The Fastest Tongue in the West", is the way Bob bills himself, and it could be th "The Fastest Wit in the West". His quick one-liners and humorous anecdotes have made him the housewives fav- orite. Fun-filled program a: appeals to all ages.	
10				10				
11				11				
N				N	CLIFF SAUNDERS SHOW	Pop.- Contemp. Stand.	Deep and mellow--a smooth and simple addition to the housewives time of day. Cliff had deep voice and friendly appeal to all ages. Cliff is from Texas and is our most recent addition.	
1				1				
2				2				
3				3	BILL WESTERN SHOW	Pop.- Contemp. Stand.	Witty, clever, cynical--all these adjectives apply to extremely talented Bill Western. His show is "some- thing to think about". A rarly gifted individual whose every comment is hil- arious. A tremendous addition to drive time Denver.	
4				4				
5				5				
6				6	DON WEST SHOW	Pop.- Contemp. Stand.	Don West has one of those fascination radio voices which gives hin instant empathy with any audience, young or old. Enthusiasm so genuine that anyone listen- ing to Don knows that he truly enjoys his work.	
7	7							
8	8							
9	9	DANNY DAVIS SHOW	Pop.- Contemp. Stand.	Dan's easy conversational style and current knowledge of the teen disc scene makes him a part of daily life for the "in" crowd. Danny is a recent acuisition from the Northwest Territories.				
10	10							
11	11							
M	M			M	DON BELL SHOW	Pop.- Contemp. Stand.	Fast, glib, and personable, Don presents informative and entertaining program.	
OVERALL TYPE			Album & Standard	OVERALL TYPE			Popular-Contemporary-Standard	

Air Alert: 7:15-8:15am and 4:15-5:45pm. Weather at :20  
and :40. News on the scene - Mobile Unit reports 24 hours  
a day at "55. Agricultural Review between 5-6am. Award  
winning news staff of seven men, supplemented by hundreds  
of stringers and contracts. KIMN is the top news station  
in the market, having won Colorado Broadcasters/UPI News  
Award for Excellence for 4 of the past 5 years. KIMN's  
Production Dept. also awarded Colorado Broadcasters Assoc.  
Award for Excellence in 1966. Emphasis on family appeal

Indep.  
1600 kc  
5,000 w night

-142-

Denver Colo.

**KLAK**

CBS Affil.  
560 kc  
5,000 w

Denver, Colo.

**KLZ**

McGavren-Guild-PGW

RAB

Katz Time-Life Broadcast Station

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	GARY CANTRELL SHOW (from 2am)	C & W	Friendly long-time association with night people. Farm News - 4-6 AM.
6	CON SCHADER SHOW	C & W	A 20 year veteran behind the mike, Con has devoted many of these years to keeping KLAQ's large and vital early morning audience on time, and entertained with his genial personality. Con is a real pro...he also serves as KLAQ music manager.
7			
8			
9			
10	JOHNNY BELL SHOW	C & W	As host of KLAQ's mid-day hours, Johnny is tops. His sincere delivery really sells the product. Johnny has a wide background in production know-how.
11			
N			
1			
2	JERRY SCHAFER SHOW	C & W	More than 10 years behind the the mike...Jerry is the vital link to the afternoon traffic audience. A smooth talker, Jerry is a top man with commercials.
3			
4			
5			
6	GLEN OWEN SHOW	C & W	8 years with KLAQ...Glen is also a station account exec. His warm delivery sells.
7			
8	ANDY ANDERSON SHOW	C & W	Andy's humor and remarks make make him a solid favorite with his many listeners.
9	JACK DEAN SHOW (till 2 am)	C & W	An excellent background and strong desire to play Country Music makes Jack an outstanding addition to the KLAQ staff. Jack really keeps the night people alive with the best.
10			
11			
M			

OVERALL TYPE Country & Western

News every hour at 7 minutes before each hour. Denver forecast each 15 minutes. Tom Moran heads the news team. Tom's outstanding background compliments the KLAQ Mobile News facilities, police and fire communications monitors, UPI Wire and audio services in presenting top notch local news coverage.

AM	PROGRAM	TYPE	COMMENTS
5	EVAN SLACK SHOW	Talk - News Service	Agric. degree, Mo., field experience - author, reports on agriculture, farm, ranch-interviews. Music - news.
6	DON ROBERTS SHOW	Stand.-Pop.	Don reigns as top morning man in the area with bright music, frequent news, weather and time reports, plus features such as "word of the day" and "sound of money". Lee Berg, KLZ's "constant contact car" man, short waves on-the-scene coverage.
7			
8			
9	MARTHA BOHLSEN	Service	Household hints galore
10	ARTHUR GODFREY	Variety	Arthur Godfrey and guests - music and fun.
11	PAT GAY SHOW	Talk - Serv.	Telephone show - housewives asking for and giving recipes, etc.
N	KLZ NEWS	News - Serv.	CBS coverage, Evan Slack from Stockyard studio; Bob Butz & Bob White-local news.
1	DON COLE SHOW	Stand.-Pop.	Don sets the mood for easy afternoon listening by housewives, plus big in-car audience. In addition to popular music, news, time & weather, Don involves listeners in features such as "sound of money" contests.
2			
3			
4			
5	NEWS & SPORTS BLOC	Talk - News Serv.	Local & Network newscasts, plus Starr Yelland "Inside Story" commentary - Lowell Thomas, Frank Gifford news, CBS Sports, Stock Mkt. and Wash. news. Also inspirational broadcast at 6:30.
6			
7	SPORTS & TALK	Talk-	CBS Wide World of Sports, Dimension and World Tomorrow feature talk inspirational.
8	JOE PYNE SHOW	Talk - Int.-Disc	Exclusive in Denver for this nationally known and popular interviewer.
9	MUSIC FOR DENVER AT NIGHT	Stand.-Pop.	Listenable popular music.
10	NEWS AND INFORMATION	Talk-Info.	News at 10 for 1 hr.-CBS and local public interest panel and discussion programs.
11	JOE PYNE SHOW	Talk-Int.-Disc	Different tape of earlier show each night.
M	NEWS & WEATHER	Talk - News	Midnight news, weather & sports roundup.

OVERALL TYPE News-Stand.Pop.

News on the hour and most half-hours. CBS Dimension - throughout the day. During baseball season, KLZ airs exclusive play-by-play of Denver Bears games. During hockey season - U. of Denver hockey team. Don Cole at the mike for both features.

Indep.  
850 kc  
50,000 w

Denver, Colo.

**KOA**

Indep.  
1430 kc  
5,000 w

-143-

Aurora, Colo.  
(Denver)

**KOSI**

Blair

NAB

Alan Torbet

NAB RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	TIMEKEEPER Don Toland	Pop. Stand.	Don communicates with warmth & dignity rather than bounce and brass.	5			ALL DAY, EVERY DAY: THE WORLD'S MOST BEAUTIFUL MUSIC
6	PETE SMYTHE SHOW	Pop. Stand.	Farm & Ranch Time-Chuck Muller. Proprietor of Gen'l Store in East Tincup, Colo., Mayor Pete Smythe provides real Western atmosphere. His genuine feeling for the friendliness of the Old West has won him a host of loyal listeners who would rather let their cattle starve than miss his daily wit. 15 minute news - 7:45am.	6	ON TIME SHOW	Varied	Extravagantly beautiful music is the most important feature of all in the KOSI lineup. It spans the entire range from contemporary favorites to the classics..programmed with a technique borrowed from the selections of master composers..sequenced to provide peaks and valleys of tuneful interest, varying from hour to hour, yet always in harmony with a richly-entertaining, intriguing musical pattern. And it's music all the way. Each introduction, commercial, time check, public service announcement, vignette--everything but the news--it's all introduced by, underscored and punctuated with appropriate music.  No Rock - No R & B - No Jazz No C & W.  Sprinkled liberally throughout the KOSI broadcast day are vignette-length gems of poetry, sage advice, information about current activities or simply direct service reports on traffic and road conditions.  COMMUNITY SERVICE is an essential ingredient of KOSI programming. In addition to contributing time to national "causes", KOSI also actively solicits announcements and programs from local clubs, schools, churches, social and fraternal groups. A top writer-producer prepares these bulletins to insure maximum impact and full integration into overall programming.  FUN COLORADO tells what to do and where to go for family fun.  BULLETIN BOARD notes meetings and activities of clubs, church, social and fraternal groups. SCHOOL LUNCH MENUS provide a personal service to mothers.
7				7	7-7:15 NEWS	News	
8				8	8 - 8:15 NEWS	News	
9				9	ON TIME SHOW	Varied	
10				10	SHOW CASE	Varied	
11	HELLO NEIGHBOR Merrie Lynn	Talk- Int. Disc.	Sparked by the feminine charm of Merrie Lynn, the show includes homemaking hints and recipes.	11			
N	NEWS	Talk		N	MATINEE	Varied	
1	FARM & RANCH HR.-Chuck Muller	Talk Serv.	Chuck knows the farmers and ranchers and travels widely keeping them up-to-date.	1			
2	WAYWARD BARKER SHOW Bill Barker	Pop. Stand.	1:15 Today with Merrie Lynn for special features and interviews for women. Urbane, droll, Bill spins records and makes observations on people and things.	2			
3				3	LIMELIGHT	Varied	
4	ROAD SHOW Tom Cramer	Stand. Album Show & Movie	A special favorite of the driving-home-from-work set.	4			
5				5			
6	NEWS	Talk News	News; News of the World	6	NEWS OF THE DAY	News	
7	ROY GUNDERSEN	Pop.Std.	Music from the old master.	7	SERENADE IN THE EVENING	Varied	
8	ROUND ABOUT Tom Cramer	Show & Movie	Tom is noted for excellent music programming.	8			
9	ROUND ABOUT PUBLIC SERVICE	Show & Movie Varied	Tues. Youth Forum; Thurs. Man Behind the Legend. Varied programs daily	9			
10	ROUND ABOUT	Pop. Stand.		10			
11	WAYWARD BARKER SHOW Bill Barker	Talk- Int. Disc.	In-studio guests from all walks of life in free-wheeling discussion of unlimited topics.	11			
M			Sign-off	M			
OVERALL TYPE Popular-standard & talk				OVERALL TYPE Varied			

4:30pm Dateline-commentary-Bob Palmer. 4:35pm Emphasis, Colo. with Clyde Davis-commentary on local items. John Henry Sports 8:05am, 5:10pm, 6:10pm, 10:20pm. Sports & weather reports. Largest broadcast news organization in the Rocky Mountain West. Quiet, folksy humor of Pete Smythe, & the sophisticated, urbane humor of Bill Barker; The finest in news reporting from KOA's top 15-man staff and NBC. Feminine touch with Merrie Lynn and The Hello Neighbor Show.

News (5 min) on half-hour  
News (or headlines) on hour  
PROFILE brings listeners up-to-date on what has happened to a man or woman from the headlines of yesteryear.  
SOMETHING TO THINK ABOUT jogs the mental processes.



Amer. Enter. Affil. -144-  
1500 kc  
10,000 w day

Arvada, Colo.  
(Denver)  
**KQXI**

MBS Affil  
1280 kc  
5,000 w

Denver, Colo.  
**KTLN**

PRO Times Sales

Edward Petry

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	TOM ADAMS SHOW	Contemp.	Tom is the workingman's friend and every a.m. they are up together looking for the toast that popped up and never came down...along with Tom's thirty second theater, 100's of drop-ins, different voices and bad jokes. Tom does his best to clear up hangovers and family spats.
7			
8			
9			
10	MAC ALLEN SHOW	Contemp.	A real swinger from the cool school. This is the hippest of the hip. Mac, the bearded one, has earth shattering appeal for all young moderns.
11			
N			
1			
2	JACKSON SHOW	Contemp.	Jackson came from a poor family...they could only afford one name. Jackson has been with the top stations around the country! KC Mo., Phoenix and Bad Water, Miss. He had to leave most of them because his vibrant voice kept shattering the watercooler. He also shatters the housewives so it evens out.
3			
4			
5			
6	NICK ST JON SHOW	Contemp.	The boy DJ. Need we say more except that he cools it 7 days a week on the hottest kilocycles in town. 6am to local sunset.
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	DENVER THIS MORNING	Talk-Tel. Part.	8 yr. vet of KTLN, Ray has a light, bright approach to the morning hours into which he injects humor with his question of the day. Time, weather, driving conditions, school menus, etc. Regular news coverage from Mutual & Intermountain Networks & KTLN.
6	Ray Durkee		
7			
8	NEWS	Talk	News & Politics '68.
	FEEDBACK	Talk-Tel. Part.	Jud Milton, KTLN Program Mgr is moderator of one of the oldest and most popular discussion programs, Feedback. Jud has degrees in both English & Psychology and is an avid reader. He has a facile mind, is articulate and provocative. This together with 22 yrs. broadcast experience eminently qualifies him as Feedback's moderator.
9	Jud Milton		
10			
11			
N	NEWS	Talk	News, weather, Market report
1	DIALOGUE	Talk-Tel. Part.	Young, knowledgeable Jim McCullough combines research with reason on Dialogue every weekday and on Denver PM Sat. night. Jim is involved in many community activities and has a keen interest in urban problems. He is an articulate and well-versed commentator on the many diverse topics raised by KTLN listeners. News, weather and Stock Market report.
2	Jim McCullough		
3			
4			
5			
6	SPORTSLINE	Talk-Sports Tel. Part.	Sports Dir. with 15 yr. exp. in Denver Sports Brcdstg. Authoritative "Voice of the Denver Broncos"
7	Bob Martin		
8	DENVER PM	Talk-Tel. Part.	U.S. citizen born in South Africa of American parents, John brings to KTLN's listeners a vast background of world travel and broad and varied experience. Knowledgeable on a vast number of subjects, he has a delightful sense of humor and, of course, a very distinct British accent.
9			
10			
11	NIGHTLINE	Talk-Tel. Part.	Gary numbers among his fans night workers, professional people on call, people who retire late and arise early, as well as general insomniacs. He never lacks for phone calls.
M	Gary Robertson		

OVERALL TYPE Contemporary-Top 40

OVERALL TYPE Talk- telephone participation

5 min. local news at 6:30AM, 6:55AM, 7:55AM, 8:55AM, 7:55 PM. 5 min. Network News every hour on the half hour. Daily traffic by gal flying reported in drive times. News staff equipped with mobil units on ground and in the air for strong local news coverage. KQXI is the strongest, hardest, swinger in the market.

Mutual News on the hour and half-hour throughout the day. Farm News 4:55am. Stock Market Report 7:55am, 5:10pm. Local news & weather frequently throughout the day. Sports 6:30am, 7:45am, 5:30pm. 12:10 Market report. Discussion meant to inform, explore and entertain. Controversy for the sake of controversy is not part of KTLN's broadcasting philosophy. KTLN is the key sports station in Denver, broadcasting the AFL Denver Bronco games and the Colorado University Buffs football games.

# DES MOINES

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KCBC	6	8.	All periods				70%	50%	10%	15%
	12	7.50								
	18	7.								
	24	6.50								
	36	6.								
48	5.									
KIOA	12	35. 6-10a	28. 10-3p	35. 3-7p	28. 7-10p	22. 10-12m	80%	50%	4%	8%
	18	33.	27.	33.	27.	21.				
	24	32.	26.	32.	26.	20.				
KRMT	6	35. 6-9:30a	26. 9:30-4p	32. 4-7p	17. 7-----6a		75%	50%		10%
	12	34.	25.	31.	16.					
	18	33.	24.	30.	15.					
	24	32.	23.	29.	14.					
	48	31.	22.	28.	13.					
KSO * Freq Rates	13	13. 7-9a	9.50 9-4p	11.50 4-6p	6.75 Other		See Card			
	26	11.	8.	10. 6-7a	5.50					
	52	10.	7.	9.	4.75					
	104	8.50	6.	8.	4.					
	260	8.	5.	7.	3.50					
520	6.	3.	4.	2.50						
WHO	7	66. 5:59-8:31a	47. 5:29-5:59a	27. 4:59-5:29p		12m-4:59a	See Card		See Card	
	14	62. 11:54-1:06	40. 8:31-11:54	22. 7-12m		10% of Morn. Drive Rate				
	21	58. 5:29-6:31p	34. 1:06-5:29p	18.						
	25	54.	29. 6:31-7p	15.						

MBS Affil.  
1390 kc  
1,000 w

-146-

Des Moines, Iowa  
**KCBC**

Indep.  
940 kc  
10,000 w days  
5,000 w nights

Des Moines, Iowa

**KIOA**

Walton

Robert Eastman

Swanco

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	DICK LEMMON	Stand. Pop.	6:10 Farm News with Ralph Vogel, a member of the National Association of Farm Broadcasters.
6			
7			
8			
9			
10			
11			
N	JIM WHEELER	Stand. Pop.	
1			
2			
3			
4			
5			
6	DAVE MALONE	Stand. Pop.	
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5			
6	ART JONES	Contemp	
7			
8			
9	PETER McLANE	Contemp	Pete is program director of KIOA. He is married and came to Swanco Broadcasting from KWMT, where he was program director for four years.
10			
11	SANDY SHORE	Contemp	Sandy comes to KIOA with a background of 7 yrs. in Cedar Rapids radio & TV where he was program director & hosted the mid-day show for 5 1/2 years. Cedar Rapids is Sandy's home town and he knows Iows and Iows people.
N			
1			
2			
3	STU ADAMS	Contemp	Stu is KIOA's Music Director and came to us by way of transfer from our sister station, KLEO, Wichita... He is another midwesterner & a family man. His home town is Kansas City, Kansas.
4			
5			
6	JIM MICHAELS	Contemp	
7			
8			
9	TOM RHODES	Contemp	
10			
11			
M			

OVERALL TYPE Standard-popular

OVERALL TYPE Contemporary

Local news 5 mins. before the hour followed by 5 mins. of national news; sports for 5 mins. at 4:15 & 5:15. Broadcasts direct from the Weather Bureau at 6:30, 7:30, 8:30 12:30, 5:30 & 6:30pm. We are basically a Standard-Popular music station with news, sports, service and weather features not exceeding five minutes.

News at :55 and from 5-9 AM at :25  
Weather at least 3 times per hour  
Selected and controlled by Music Director. Listener requests in late evening segments. Hard Rock restricted between 6 AM & 7 PM. Special Features: Pick Hit, Memory Tune, Albums.

CBS Affil.  
1350 kc  
5,000 w

Des Moines, Iowa  
**KRNT**

ABC Affil.  
1460 kc  
5,000 w

-147-

Des Moines, Iowa  
**KSO**

Katz		Cowles Communication		NAB
AM	PROGRAM	TYPE	COMMENTS	
5				
6	WALT RENO SHOW	Stand. Pop.	Bright, newsy morning show with frequent time, temp., and weather reports. Walt presents a bulletin board of local announcements and community events. The program proceeds at a rapid pace, with lively music and comedy.	
7				
8				
9	DICK EATONS SHOW	Stand. Pop.	A well-balanced blend of musical selections, news, weather, community calendar	
10	ARTHUR GODFREY TIME	Variety		
11	HOUSE PARTY	Variety	Art Linkletter	
N	DICK EATONS SHOW	Stand. Pop.		
1	PARTY LINE Bill Riley	Talk-Tel. Part.	Bill airs both sides of the phone conversation. The numerous "Party Liners" help each other by supplying answers to questions of general interest, discussing current issues of the day's news, predicting weather conditions, swapping recipes, etc.	
2				
3				
4	WALT RENO SHOW	Stand. Pop.	A fun-filled session punctuated by irresistible, provocative humor. The record selections run the full range of public taste from novelty tunes to "Memory Joggers". Walt is master of character voices.	
5				
6	NEWS BLOCK	Talk-News	Local news - Lowell Thomas Sports Time-Alex.Kendrick-World Tonight-World Wide Sports - Reasoner Report.	
7				
8	NIGHTWATCH Del Hull	Stand. Pop.	Nightwatchman Del Hull is on hand with the best in recorded music, old and new, aimed at the listeners relaxing at home and at the sizable in-car audience. Along with musical selections, Del intersperses service announcements such as frequent time checks, weather reports & Krick weather forecasts, news from CBS and KRNT newsroom, and direct repts. from KRNT News cruiser.	
9				
10				
11				
M				
OVERALL TYPE		Standard - Popular		

Bud Sobel Sports 6:35-6:45 pm; Ron Gonder Sports 10:20-10:30 pm; Krick Weather 10 times a day; CBS News on the hour---CBS Dimension; CBS Features such as Capitol Cloakroom, The Leading Question, Science Editor. KRNT offers complete and authoritative local news. The KRNT News Staff covers the local and state picture thoroughly with nine full-time, professional newsmen. A news cruiser, equipped with 2-way radio and monitoring facilities, enables KRNT to cover local news quickly and effectively.

Edward Petry		Stoner Bdcstg.		NAB
AM	PROGRAM	TYPE	COMMENTS	
5				
6	JIM FRANK	Pop. - Stand.	The between Rocker and Rocking Chair Modern music with a bright uptempo approach to Jim's comments. KSO Instant Action Local reporters each hour and American Information Network news follows on the hour. FIRST REPORT SPORTS and KSO ALL POINTS WEATHER.	
7				
8				
9				
10	BOB BEERS	Pop. - Stand.	A veteran entertainer, singer & TV star plays modern albums & singles. Fits today's news stories into a reflection of how the young adult reacts to it. Currently conducting a campaign to corner the market on Harold Stassen buttons. Paul Harvey News 12 noon	
11				
N				
1				
2	CHARLES MARTIN	Pop. - Stand.	Charles gives pace with polish to his drive-time program. Sports & news features. Charles is the wise-guy who's being outwitted by his private secretary & personal engineer...and liking it. (voices)	
3				
4				
5				
6	WILLIAM MICHAEL QUIRK	Pop. - Stand.	Yes, we have a Quirk in our programming. As unpredictable as his features "Op Art of the Air", etc...The Quirk electric radio show is a fight against the blight of no hum night time radio.	
7				
8				
9				
10				
11				
M				
OVERALL TYPE		Popular-standard		

KSO, the big one...1460 Stoner Broadcasting, Des Moines

NBC Affil.  
1040 kc  
50,000 w

-148-

Des Moines, Iowa

**WHO**

Blair Palmer Bdcstg. NAB

AM	PROGRAM	TYPE	COMMENTS
5	COUNTRY MUSIC USA	C & W	Mike Hover
6	FARM HOUR	Talk-Serv.	Keith Kirkpatrick, Lee Kline News, Farm info., Weather-watch, Spotlight on Agric.
7	THE GOOD MORNING SHOW	Pop. Stand.	
8	Don Warren		
9	PHONE FORUM	Talk-Int. Disc. Tel. Part.	The radio program all Iowa is "talking to", and WHO is the only radio station that accepts and receives collect telephone calls from any place in Iowa.
10	Duane Ellett Lee Kline		
11	TRADE CENTRAL	Tel.Part	Buy and sell
N	FARM PROGRAMMING	Talk-Serv.	Herb Plambeck, Keith Kirkpatrick. Livestock News, Farm Headlines, Farm Review
1	CALL JIM ZABEL	Talk-Int. Disc. Tel. Part.	A highly diversified conversation show, giving Iowans a chance to telephone to express views on any subject.
2			
	TRADE CENTRAL	Serv.	Buy and sell
3	THE FOX'S DEN	Pop. Stand.	
4			
5			
6	RING AROUND THE WORLD	Talk-News	Bob Henry, Joe Gargiola, Sports Roundup, Farm Roundup, Weatherwatch, Emphasis.
7	CLEAR CHANNEL CONVERSATION	Talk-Tel. Part.	
8			
9			
10			
11	COUNTRY MUSIC USA	C & W	Today's most popular C&W "Nashville sound" music by artists known throughout the U.S. Stars make frequent "in person" and phone appearances on show and "premiere" new releases.
M	Mike Hoyer		

OVERALL TYPE Popular-standard - Talk

News on the Hour, NBC & Local, NBC Emphasis, local sports Minnesota Twins baseball. Iowa & Drake basketball. Iowa football. Music - conforms to the Pop. Stand. format - current & stock singles and LP's. No rock 'n roll. For 29 yrs. WHO-Radio has proudly served midwest agric. with radio's most respected Farm Service Dept. Herb Plambeck, Keith Kirkpatrick and Lee Kline creatively produce and present over 80 separate Farm programs weekly. Herb Plambeck, WHO Farm Service Director has received nearly 60 major awards.

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149



# DETROIT

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
CKLW	6	75. 6-10a	65. 10-3p	75. 3-7p	55. 7-10p	45. 10-1a	80%	50%	5%	10%
	12	70.	60.	70.	50.	40.				
	18	65.	55.	65.	45.	35.				
	24	60.	50.	60.	40.	30.				
	30	55.	45.	55.	35.					
WCHB	6	31. 6-9a	24. 9-3p	31. 3-7p	21. 7-1a		80%	65%	Less \$2 (6a-1a)	
	12	27.	22.	27.	19.					
	24	26.	21.	26.	18.					
	36	25.	20.	25.	17.					
	48	24.	19.	24.	16.					
WEXL	5	30. 6-10a	25. 10-3p	30. 3-7p	17.50 7-12m	12.50 12-6a	80%	50%	5%	10%
	10	26.	22.	26.	15.50	11.00				
	15	24.	20.	24.	14.00	10.00				
	20	22.	18.	22.	12.50	9.00				
WJHK	12	44. 6-10a	33. 10-3p	44. 3-7p	22. 7-6a		80%	50%		
	18	40.	30.	40.	20.					
	24	37.	27.	37.	18.					
	30	34.	24.	34.	16.					
WJLB	6	32. 6-9a	25. 9-3p	32. 3-7p	22. 7-12m	Rates on request	80%	50%	-1.00	-2.00
	12	28.	23.	28.	20.					
	24	27.	22.	27.	19.					
	36	26.	21.	26.	18.					
	48	25.	20.	25.	17.					
WJR	5	195. 6-9a	120. 9-3p	195. 3-6p	8:30-11:30p		80%	60%		
	10	185.	115. 6-8:30p	185.	65.					
	15	180.	110.	180.	60.					
	20	170.	105.	170.	55.					
	25									
WKMR	6	70. 6-10a	60. 10-3p	70. 3-7p	7-10p 10-12m	13. 12-6a flat	80%	50%		10%
	12	64.	58.	64.	48. 32.					
	18	60.	56.	60.	46. 30.					
	24		54.		44. 28.					
	30		52.		42. 26.					
WPOH	10	9.20 6a-----	-----	10p	Other 70% of Day		80%	65%	8.05	7.50
	20	8.65								
	30	8.35								
	40	8.05								
WQTE	6	48. 6:30-9:30a	32. 9:30-3p	48. 3-7p	32. 7-off		See Card	See Card		
	12	45.	31.	45.	31.					
	18	42.	30.	42.	30.					
	24	39.	29.	39.	29.					
	30	36.	28.	36.	28.					
WTAK	6	26. 6-10a	18. 10-3p	26. 3-7p			80%	50%		
	12	22.	16.	22.						
	18	18.	14.	18.						
	24	16.	12.	16.						
	30	14.	10.	14.						
WWJ	5	75. 6-9a	48. 9-3p	75. 3-6p	30. 7-----6a		80%	50%		
	10	70.	45. 6-7p	70.	25.					
	15	65.	42.	65.	22.					
	20	60.	38.	60.	20.					
	30	55.	35.	55.	18.					
WXYZ	10	74. 6-10a	48. 10-3p	66. 3-8p	30. 7-12m	by hour	80%	50%		
	20	72.	44.	62.	28.					
	30	70.	42.	58.	26.					
	40	68.	40.	56.	24.					
	50	66.	38.	52.	22.					

Indep.  
800 kc  
50,000 w

-150-

Windsor, Ont.  
(Detroit)

**CKLW**

RKO Genl. Natl. Sales

RKO Genl. Bdcstg.

Indep.  
1440 kc  
1,000 w

Inkster, Mich.  
(Detroit)

**WCHB**

Dore & Allen

AM	PROGRAM	TYPE	COMMENTS
5	FRANK BRODIE SHOW (from midnight)	Pop. Contemp.	A Canadian broadcast vet at 26, Frank takes care of business all-night.
6	CHUCK MORGAN SHOW	Pop. Contemp.	"The Chucker" starts the day on CKLW and what a pleasure it is to enjoy his zany humor. Chuck joined The Big 8 in '67 from his perch on WFIL in Philadelphia.
7			
8			
9	MARK RICHARDS SHOW	Pop. Contemp.	The Mark of Richards scores big in the Motor City and area housewives love his easy-going style. The city's most eligible bachelor hails from Toledo, Ohio.
10			
11			
N	JIM EDWARDS SO SHOW	Pop. Contemp.	"Big Jim" makes early afternoons a listening treat on CKLW. His personable approach behind the mike is a big favorite with young and old.
1			
2			
3	MIKE RIVERS SHOW	Pop. Contemp.	A Storz vet, Mighty Mike is now gettin' it on for the folks every afternoon on The Big 8. His humor and fast-paced action make Mike the rating leader in this period.
4			
5			
6	TOM SHANNON SHOW	Pop. Contemp.	Tom is one of the areas top personalities and his 4 year stint on CKLW has turned him into a legend in the Great Lakes region. He's the Motor City's main man. His home town is Buffalo.
7			
8			
9	SCOTT REGEN SHOW	Pop. Contemp.	"Scottie" joined The Big 8 in early '68 following a tremendous career on Detroit Detroit's WKNR. CKLW's one-two punch is Shannon and Regen.
10			
11			
M	FRANK BRODIE SHOW	Pop. Contemp.	(to 6am)

OVERALL TYPE Popular-Contemporary

News and weather at :20 and :40. Public Service and Religious broadcasting from 6 am to 9:30 am Sundays. The Million Dollars Weekend with the greatest hits of all time runs 3 pm Friday to 12 midnight Sunday.

AM	PROGRAM	TYPE	COMMENTS
5	THE RON WHITE SHOW	R & B	Ron, the voice of youth, the soulful truth, swinging. Super soul plus!
6	THE BILL WILLIAMS SHOW	R & B	Bill starts thousands on their way every morning. One of Detroitland's favorite personalities, his morning drive-time show is fast-paced and dynamic. He gives his loyal audience the best in music with traffic reports, sports headlines and the weather. - Rock & Roll-Rhythm and Blues - all blended together to Top the Morning on WCHB.
7			
8			
9			
10	THE RAY HENDERSON SHOW	R & B	Ray, the thin lad from the Tar Heel State, swings into mid-morning with a warm & witty show that makes life a little easier for thousands who join him daily. A mild-mannered young man, Ray has established himself in the hearts of young and old.
11			
1	ENOCH GREGORY SHOW	R & B	Enoch Gregory, the Dixie Drifter, pushes WCHB's early afternoon program, tying music, commercials, time, weather, all together, and making it swing. Great in the early PM.
2			
3			
4	NEWSBEAT 1440	Talk	Local, national & world news.
5	THE JAY BUTLER SHOW	R & B	This personable DJ has tremendous sales appeal. A favorite with the young set.
6			
7			
8	THE ROBBIE DEE SHOW	R & B	Another key member of WCHB's integrated staff of performers. Robbie's distinctive style and torrid delivery have made him one of the most listened to and imitated disc jockeys in the area. You've got to hear him to believe him. And Detroitland does.
9			
10			
11			
M			

OVERALL TYPE R & B

News headlines 14 minutes after the hour - news reports (5 minutes) at 40 minutes after the hour. NEWSBEAT 1440 3:30-3:45 PM features Gene Elzy reporting the latest local, national and world news. Detroitland's only locally produced 15 minute daily news show highlighting stories with special significance to WCHB's primary audience.

ABC Info. Affil.  
1340 kc  
250 w night  
1,000 w day

Detroit, Mich.  
**WEXL**

MBS Affil.  
1500 kc  
50,000 w day  
5,000 w night

-151-

Detroit, Mich.  
**WJBK**

Alan Torbet Assocs. Sparks Bdcstg. NAB

Major Market Radio Storer Broadcasting NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	DAVE CARSON SHOW (from midnight)	C & W	
6	JIM MITCHELL SHOW	C & W	Jim continues 24 hour format of best in modern country music. Bright, personable commentary on the music, weather and morning news developments greet Detroit area risers.
7			
8			
9			
10	DAVE GARR SHOW	C & W	Country music, plus mid- morning humor in-between. Brisk and bouncy Dave provides many a chuckle for the housewife. Community calendar listings from 11:30 - noon.
11			
N			
1			
2	BILL MANN SHOW	C & W	Knowledgeable authority on country music, its stars and activities... Bill adds that extra polish that keeps C & W fans listening attentively. 5 minutes of sports at 6:15 Brightly moving drive-time show.
3			
4			
5			
6	JACK NORTH SHOW	C & W	Continuation of drive- time tempo. Bright sounding country music. Emphasis on selling the local merchant and ac- counts to evening listeners Jack is the easy to listen to night-time companion.
7			
8			
9			
10			
11			
M	DAVE CARSON SHOW (Till 6am)	C & W	Leader of the all-night people - news, music, weather

AM	PROGRAM	TYPE	COMMENTS
5	DON THOMPSON SHOW	Pop. - Stand.	Music for early morning wake-up.
6	MARC AVERY SHOW	Pop. - Stand.	Careful selection of the best in bright, happy, up-tempo contemporary music featuring the popular adult artists, moderately fast-paced with tight production.  Van Patrick Sports at 8:30 a.m.
7			
8			
9			
10	CONRAD PATRICK SHOW	Pop. - Stand.	Careful selection of the best in bright, happy, up-tempo contemporary music featuring the popular adult artists, moderately fast-paced with tight production.  12:05 p.m. Shirley Eder - "That's Show Business"
11			
N			
1			
2	HANK O'NEIL SHOW	Pop. - Stand.	Careful selection of the best in bright, happy up-tempo contemporary music featuring the popular adult artists, moderately fast-paced with tight production.  Van Patrick Sports at 5:30 p.m.
3			
4			
5			
6			
7	TOM DEAN SHOW	Pop. - Stand.	Careful selection of the best in bright, happy up-tempo contemporary music featuring the popular adult artists, moderately fast-paced with tight production.  Bill Stern Sports at 7:30 p.m.
8			
9			
10			
11			
M	NIGHTTIME (to 5 a.m.)	Pop. - Stand.	Dolly Holiday and appro- priate overnight mood music

OVERALL TYPE C & W

OVERALL TYPE Pop. - Stand.

News every hour - features at 20 to each hour -  
Pepper country-wide jingles - remote shows.  
Detroit's exclusive country music station...with over  
50,000 signed country club members.

5 minute newscasts every half-hour, weather and traffic  
reports throughout the day, sports capsules eight times  
daily.

Indep.  
1400 kc  
1,000 w day  
250 w nights

-152-

Detroit, Michigan

**WJLB**

CBS Affil.  
760 kc  
50,000 w

Detroit, Mich.

**WJR**

Bernard Howard

NAB

Henry I. Christal

Capital Cities Station

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	BRISTOE'S PLACE	R & B	Gospel/Spiritual
6			
7	KEN BELL SHOW	R & B	News 20 past and 20 to the hour. Special features on the hour and half hour.
8			
9			
10	BETHESDA MISSIONARY TEMPLE	Relig.	
11	MARTHA JEAN SHOW	R & B	QUEEN'S CALENDAR 45 past the hour. Interesting interviews.
N			
1			
2	WASH ALLEN SHOW	R & B	News 20 past and 20 to the hour. Special features on the half hour.
3			
4	ERNIE DURHAM SHOW	R & B	News 20 past and 20 to the hour. Special features on the hour and half hour.
5			
6			
7			
8	POLISH VARIETIES	Ethnic	Polish language & music. 15 minute Polish newscast & commentary.
9	CONTINENTAL MELODIES Rudi Reddig, Dir.	Ethnic	German language & music.
10	GREEK HOUR Costa Karacosta	Ethnic	Greek language & music.
11	LEON ISAAC SHOW	R & B	
M			
OVERALL TYPE		R & B - Ethnic	

AM	PROGRAM	TYPE	COMMENTS
5	MARSHALL WELLS	Pop. Stand.	Comprehensive farm news-livestock prices; traffic, weather and recorded music
6	MUSIC HALL J.P. McCarthy	Pop. Stand.	Bright music, cheerful entertainment. Sports briefs, traffic, road conditions. WJR News 7, 8, 9am. Dave White delivers WJR News in 7 & 9 spots, Oscar Frenette at 8. 8:15 Bud Guest. J.P. McCarthy is Detroit's favorite entertainer.
7			
8			
9	JACK HARRIS SHOW	Variety	Every show business star drops by, when in town.
10	ADVENTURES IN MUSIC-Karl Haas	Class.	Classical music with a crewcut explains popularity
11	KALEIDOSCOPE Mike Whorf	Drama Music	Skillful blend of recorded music and dramatic narrative. (Usually Americans)
N	FOCUS J.P. McCarthy	Talk-Int.Disc	J.P. talks with all sorts of people on all sorts of subjects-serious, humorous.
1	ARTHUR GODFREY SHOW	Variety	Ever popular Arthur presents songs, chatter, humor
2	MUSIC HALL Jimmy LAUNCE	Pop. Stand.	On the WJR route home, Jimmy frequently stops for news headlines, weather, traffic, lively conversation...but mostly it's good music to help hours go by. CBS News 3 & 4:10; 3:10 Dimension on Tomorrow's Living WJR News at 4. Matt Surrell with WJR News at 5.
3			
4			
5			
6	NEWS BLOCK	Talk-News Sports Serv.	Dave Taylor local, regional nat'l, internat'l news; Bob Reynolds WJR Sports Barometer; Bud Guest, Time Traveler - unique persons or events from past, present & future of Mich.; CBS block.
7			
8	PANORAMA	Talk Music	Music, CBS Dimensions, public affairs specials.
9	KALEIDOSCOPE ENCORE	Drama Music	Repeat of a previous show
10	FOCUS ENCORE	Talk	Repeat of daily "Focus" show. 10-10:15 WJR News.
11	NEWS - SPORTS	Talk	WJR Final Edition; WJR Final Sports Edition
M	MUSIC TIL DAWN Jay Roberts	Class. Lt.Class	CBS-Amer. Airlines show. Recently won the Peabody Award for excellence in radio entertainment.
OVERALL TYPE		Popular-standard	

CBS News at 10, 11am, 1, 2, 3, 4:10 & 8pm. WJR News at 5, 6, 7, 8, 9, 12 Noon, 4, 5, 6, 9, 10, 11pm. 2:10pm Dimension on Health. 9:40am CBS Morning Report. 12:10pm Farm News Roundup. 2:55pm In Hollywood. 2:30pm Dear Abby. 6:45pm Lowell Thomas. 7:00pm The World Tonight. 7:15pm Business Report. 7:20pm World-Wide Sports. 7:30pm Reasoner Report. 7:35pm Choral Cavalcade (WJR program-choral groups). 7:55 It's Sports Time with Phil Rizzuto. Etc. Seasonal- Mich. State football; Det. Tiger baseball; Golf Tournaments.

Indep.  
1310 kc  
5,000 w

Detroit, Mich.  
**WKNR**

Indep  
1460 kc  
1,000 w

-153-

Pontiac, Michigan  
(Detroit)  
**WPON**

Metro Radio Sales Knorr Bdcstg. NAB RAB

Meeker RAB

AM	PROGRAM	TYPE	COMMENTS
5	DAVE FORSTER (from lam)	Pop. Contemp.	
6	J. MICHAEL WILSON	Pop. Contemp.	An all round air personality Specializes in creating humor as it comes along. The high pitched voice of "Rod- ney Rodent" heard on the air each day is Mike's brain child. Both he and Mike de- light listeners with their humor.
7			
8			
9	RON SHERWOOD	Pop. Contemp.	
10			
11			
N	DAN HENDERSON	Pop. Contemp.	
1			
2			
3	SEAN CONRAD	Pop. Contemp.	
4			
5			
6			
7	BOB HARPER	Pop. Contemp.	
8			
9			
10	ALAN BUSCH	Pop. Contemp.	
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	TOWN AND COUNTRY SHOW	C & W	
6	Arizona Weston		
7	NEWS	Talk	
	MORNING SHOW	Pop. -	
8	Bill King	Stand.	
9			
10	MUSIC FROM THE MALL	Pop. - Stand.	
11	Jerry Whitman		
N			
1			
2	AFTERNOON SHOW	Pop. -	
3	Pst Appolson	Stand.	
4			
5			
6	NEWS & INFO BLOCK	Talk News	
7	MUSIC TIL MIDNITE	Pop. -	
8	John Irons	Stand.	
9			
10			
11			
M			

OVERALL TYPE Popular-contemporary

OVERALL TYPE Pop. - Stand. 90% C & W 10%

15 minute newscasts at 5:25, 6:25, 7:25 and 8:25am. Five minute newscasts at 11:15am, 2:15, 4:15 and 11:15pm. Seven-man news department - winning 1965, 1966 and 1967 Associated Press Local News, Regularly Scheduled Documentary and General News Presentation Awards. WKNR has produced, during the last three years, a special news album featuring actualities of newsmakers and events. Highly acclaimed news department.

News every hour on the hour from 6 a.m. till 7 p.m.. 15 min. casts at 7, 8 a.m., noon, 5, 6 p.m.. 10 min. casts at 1 p.m. 5 min. casts at 6, 9, 10, 11 s.m., 2, 3, 4, 7 p.m..



Indep.  
560 kc  
500 w

Monroe, Mich.  
(Detroit)  
**WQTE**

Indep.  
1090 kc  
250 w

-154-

Garden City, Mich.  
(Detroit)  
**WTAK**

John C. Butler

NAB RAB

Direct

Malrite Station

RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	MUSIC FOR THE YOUNG AT HEART	Stand. Pop.	Only standard popular albums are used, programmed in seven to ten minute uninterrupted segments. Personalities, as such, are non-existent...the music does the talking. Time and temperature given every two records in drive time and are bracketed by clustered commercials.  Commercials are limited to 14 per hour - below the NAB maximum.
7			
8			
9			
10	ALBUM TIME	Stand. Pop.	
11			
N			
1			
2	CAROUSEL	Stand. Pop.	
3			
4			
5			
6			6 a.m. to local sunset
7			
8			
9			
10			
11			
M			

OVERALL TYPE Stand. - pop.

6 a.m. - Farm News. 8:15 a.m. - Joe Fall Sports. News at :45. 5:15 p.m. - Business Show. 4:15 p.m. - Sports News. News in 5 min. segments at a quarter to each hour. UPI is used together with the UPI Audio Service which provides live pickups daily from all the world's news centers plus special feeds on outstanding events.

AM	PROGRAM	TYPE	COMMENTS
5			
6	WARREN PIERCE SHOW	Talk-Tel. Part.	Warren Pierce is alert, vibrant and bright. His quick wit keeps the phone ringing with listeners participation on light-hearted exchange of fun.
7			
8	JOE PYNE SHOW	Talk-Int. Disc.	Rough, tough and highly competent Joe with guests from all walks of life.
9	TRADIO	Talk-Serv.	Swap Shop gives listeners an opportunity to buy, sell and trade.
10	PAUL WINTER SHOW	Talk-Tel. Part.	Veteran broadcaster and educator in a lively exchange of opinions as listeners "sound off" on issues and problems.
11			
N	J. J. SCOTT SHOW	Talk-Tel. Part.	W-TALK's open forum takes on still another dimension, with J.J. Scott. He presents a contraction point of view totally different and exciting.
1			
2			
3	PAUL WINTER SHOW	Talk-Tel. Part.	Listeners and Paul exchange opinions on issues and problems facing individuals, cities, states and nations.
4			
5			
6	J. J. SCOTT SHOW	Talk-Tel. Part.	Exciting dialogue growing out of the main stream conservative tradition in American life.
7			
8			Sunrise to local sunset
9			
10			
11			
M			

OVERALL TYPE Talk-Tel.Part; Int. Disc.

5 min. news reports on the hour. Team of well-trained, versatile, local newsmen augmented by UPI Audio Network. Special sports features including Michigan State football, Indianapolis 500 Race, Daytona 500.

1:55-2pm-Here's Heloise-Famous syndicated newspaper columnist gives household hints of interest to housewives.

NBC Affil.  
950 kc  
5,000 w

-155-

Detroit, Mich.  
**WWJ**

ABC Affil.  
1270 kc  
5,000 w

Detroit, Mich.  
**WXYZ**

McGavren-Guild-PGW

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	OVERNIGHT	Pop.Std.	Bob Charlton from midnight
6	MORRIE CARLSON	Pop.-Stand.	Friendly, chatty Morrie Carlson provides perfect companionship for early listeners at home and in cars as he introduces Detroit's only news-weather-sports strips and the best of modern music.
7			
8			
9	ASK YOUR NEIGHBOR	Talk-Int. Disc. Tel. Part.	Listeners phone-in their questions to Bob Allison, and friendly neighbors who are listening call-in answers. It's as warm and human as an old-fashioned party-line and packed with interesting information.
10	Bob Allison		
11			
N	MIDDAY REVIEW	Talk	George Kendall-News, Food Mktg
1	MARTY McNEELEY	Pop.-Stand.	Bright, entertainment-packed matinee with special listener-participation features.
2			
3			
4			
5	NEWSTIME	Talk-News Info.	Two full hours of news, sports, special features.
6			
7	SPORTSLINE	Talk-Sports Pop.-Stand	Running reports on sports scores, feature sports stories and interviews together with music.
8	Larry Adderly		
9			
10			
11			
M	OVERNIGHT	Pop. Stand.	A warm personality and a knowledgeable musician, Charlton provides interesting comments & good music.
	Bob Charlton ('til 5:30am)		

OVERALL TYPE Pop.Std.-Talk

Farm & Weather 5:55 am  
WWJ News-Weather-Sports 6-6:30am, 7-7:30am, 8-8:30am  
NBC News and local news each hour; NBC Emphasis; WWJ news 11-11:15pm  
WWJ calls its sound "Audio-68" - an overall description of its varied programming that appeals to young and young thinking adults. Music is modern but without extremes. Strong emphasis on news and special events is a tradition stemming from newspaper ownership.

Blair

ABC Station

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	JOHNNY RANDALL SHOW	Pop.-Stand.	Detroit's many 24-hr. factories add to the already large all-night audience.
6	MARTIN & HOWARD SHOW	Pop.-Stand.	Martin & Howard's tremendous success in Cleveland has now moved in, lock, stock and barrel to the motor city. Without question, the finest on-air live salesmen, Martin and Howard actually make Detroit laugh in the morning-no small task. Local and ABC News round out Detroit's most exciting AM sound.
7	Harry Martin Specs Howard		
8			
9			
10	BREAKFAST CLUB	Variety	Nationally recognized host Don McNeill.
11			
N	DANNY TAYLOR SHOW	Pop.-Stand.	"The Golden Voice", Danny Taylor, guides his well-produced show directly at the Detroit housewife. Local and national news.
1			
2	DAVE PRINCE SHOW	Pop.-Stand.	The ultimate in PM Drive. Dave Prince presents the good life, along with traffic reports and interesting talk. Prince has been regarded locally as one of the finest "voices" for advertiser commercials.
3			
4			
5			
6	NEWSCOPE	Talk-News-Info	40 mins. local, national, business news & editorial, sport
7	DIAL DAVE DILES	Sports	Telephone sports show
8	DAVE LOCKHARDT SHOW	Pop.-Stand.	Relaxing nighttime hours are spent with the smooth and witty Dave Lockhardt. Dave presents the sound of the good life, news, weather, and interesting chatter. The good life stretches into the night.
9			
10			
11			
M			

OVERALL TYPE Pop.-Standard

Editorial & ABC News at :30. Local news at :00  
Up Beat good music, with emphasis on modern good music, i.e., Tijuana Brass, Sinatra, Brasell 66, Bennett, Nancy Wilson. Show business atmosphere...often dedicate a "day" to personality in market (Sinatra Day, Bennett Day, etc.) 13-man local news staff consistently outstanding. WXYZ has dominated AP awards for past 3 yrs. Recipient of Sigma Delta Chi award.

# DULUTH-SUP

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign...quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
KAOH	12	6.00	All periods				75%	50%	10%	20%					
	18	5.50													
	24	5.00													
	30	4.50													
KDAL	6	26.	6-10a	21.	10-4p	26.	4-7p	8.50	7-12m	30% of am drive	12-6a	80%	50%		10%
	12	25.		20.		25.		8.							
	18	24.		19.		24.		7.50							
	24	23.		18.		23.		7.							
WAKX	5	9.75	All periods												
	10	7.70													
	15	7.30													
	20	6.50													
WBBC	6	17.	6-9a	16.	9-4p	17.	4-7p	16.	7-12m			75%	50%		
	12	16.		15.		16.		15.							
	18	15.		14.		15.		14.							
WMFG * Freq. Rates	26	5.45	All periods												
	52	5.30													
	65	5.15													
	130	4.85													
	260	4.25													

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1390 kc  
500 w

-157-

Duluth-Superior, Minn.

# KAOH

CBS Affil.  
610 kc  
5,000 w

Duluth, Minn.

# KDAL

Savalli/Gates NAB

AM	PROGRAM	TYPE	COMMENTS
5	SKIP JOHNSON SHOW	C & W	Skip Johnson is K-O's personality. The morning show is paced for wake-up and drive-time till 9. News on the hour and half-hour. Weather-community info.- traffic info. - sports. Music requests.
9	TIM MICHAELS COFFEE TIME	C & W	News on the hour - weather and community information. Tim eases the pace for mid-morning-companion to the audience: hints - tips - recipes.
N	HOME SHOW	C & W	Tips & information for home. Reserved for home product or service information.
1	K-O COUNTRY STORE	C & W	Old Fashioned Swap Club News on the hour - weather and community information.
2	PARTY LINE	Talk - Tel.Part.	Telephone show - local issues top new show in the market.
3	TIM MICHAELS ROAD RUNNER SHOW	C & W	Tim turns to an upbeat C&W style for home and traffic. News on the hour and half-hour - weather and road reports.
6	EVENING IN THE COUNTRY	C & W	A relaxed style of evening entertainment till local sunset.
10			
11			
M			

OVERALL TYPE Country & Western

18 newscasts per day - 5 minutes on the hour and half-hour (6-9 a.m.) (4-6 p.m.)  
K-O Weatherscope - hourly  
Information Service Desk - quarter hourly - local events.  
Background - Voices of Newsmakers - 10:30, 1:30  
The only C & W station for 200,000 people of the Duluth, Minnesota - Superior, Wisconsin market.  
Ratings/Response Radio

Edward Petry NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	VACATIONLAND CALLING	Pop.	"Little Joe" with popular "all-night" show.
	FARM & HOME REPORT	Talk Serv.	Farm news & commentary
6	HUNTER GOMO SHOW	Pop.	Morning anchor man since 1948. Firm radio-habit for Duluth-Superior. Market's best news coverage, weather traffic, road reports from wide area. Contemporary music, but no rock.
9	PAT CADIGAN SHOW	Pop.	Top personality. Contemp.-no rock. Weather, information, conversation, for pleasant homemakers' radio.
10	ARTHUR GODFREY TIME	Variety	
11	JOHN RUSSELL SHOW	Pop.	Music, news, weather, travel info. for visitors, boating news & features.
N	NUMBERS AT NOON John Russell	Talk-Tel. Part.	A phone call, after commercials, for winning words, composed from it.
1	INFO 68	Pop.	Co-hosted by John Russell-Dottie Becker-guests,news.
2	ANTHONY ANSWERS	Talk-Tel. Part.	Special topic for discussion each day. Spirited.
3	BRENT TURNER	Pop.	Continues the friendly radio fare. Contemp-no rock.
4	PAT CADIGAN & BRENT TURNER SHOW	Pop.	Great pair for late afternoon homemaker and traffic time. Lots of weather and traffic information. CBS & KDAL News. 10 minute newscast with Bill Krueger who has been anchored to this spot for 21 years.
7	WORLD TONIGHT	Talk	CBS
8	AT NIGHT SHOW Jack Thomas	Pop.	Spirited music. Contemp. no rock. Variety of information. News - weather and road condition report. Pulse of community
10	NEWS ROUNDUP	Talk	Marsh Nelson-KDAL News
11	AT NIGHT SHOW Jack Thomas	Pop.	Jack continues with more of "At Night"
M	VACATIONLAND CALLING (to 5:30am)	Pop.	KDAL News on Hr. KDAL hi-lite, weather, etc. Show for night people.

OVERALL TYPE Popular

CBS news on the hour. Local news at :55. Weather roundup 6:50, 7:55am, 5:20pm. CBS Dimensions.

ABC Affil.  
970 kc  
500w days

Duluth, Minn.  
Superior, Wisc.  
**WAKX**

MBS Affil.  
560 kc  
5 kw

-158-

Duluth, Minn.  
**WEBC**

Katz

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	WORLD THIS MORNING	Pop.	Roy Murdock-top local & nat'l news.
7	LEW LATTO	Pop.	President and Genl. Mgr. of WAKX. 14 years radio experience in Duluth-Superior market.
8			
9	OPEN MIKE Keith London	Talk Tel. Part.	Top talk show in mkt. Audience participation-telephone discussion show.
10	KEITH LONDON	Pop.	Program and Music Director of WAKX. Native of Minneapolis, Minn. Music beamed at housewives who've been listening to Open Mike.
11			
N			
1	OPEN MIKE P.M. Roy Murdock	Talk- Tel. Part.	Popularity of morning Open Mike forces addition of PM session.
2	ROY MURDOCK	Pop.	Roy Murdock is Public Affairs and News Director. A native of Wisconsin, his previous radio experience in Calif.
3			
4			
5			
6			6am to local sunset
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Popular	

Sports at :20. Weather at :15 and :45. WAKX has abandoned the "Rock Image" to program to the forgotten 18-45 age group. The House of WAX now plays the best of today's popular music, featuring established stars such as Alpert, Sinatra, etc., plus the 'cream' of today's newer groups. New stress on listener involvement. ABC News on the hour, followed by local news at :05. 15 min. newscasts at 7am & 12 noon. Commentary by Alex Drier 7 days a week at 6:10pm. Open Mike AM & PM top women grabbers in the market.

AM	PROGRAM	TYPE	COMMENTS
5			
6	DAVE GORDON SHOW	Contemp. Pop.	The Northland wakes up each morning to Dave's bright easy-going humor and music. He plays lots of oldies and emphasizes news and sports with local news reports at 6:25, 7, 7:25, 7:55, and 8:25 with MBS sports at 7:25. Bob Holets reports most listened to newscast in the Northland at 7 AM 6 days a week.
7			
8			
9			
10	LEE RICHARDS SHOW	Contemp. Pop.	Lee is from the Twin Ports and has many local fans. He plays much more music and his oldies are many and go back to the early 50's just for old times' sake. Bob Holets has another 15-minute newscast at 12 noon.
11			
N			
1			
2	SCOTT CARPENTER SHOW	Contemp. Pop.	The Carpenter Show is now a driving home habit. Scotty's show really moves, just like his motoring listeners. The oldies start to thin out as Scott gets busy with some real Rockin' by late afternoon.
3			
4			
5			
6	THE WORLD TOMORROW	Relig-Ed	Garner Ted and Herbert W. Armstrong
7	J. SCOTT ALLEN SHOW	Contemp.	Boy, does J. Scott ever play more music. About 560 miles per hour 6 nights a week. His program really moves with wild voices and bits and newsy info. about everyone's favorite artists. He really knows his music!
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-Contemporary	

MBS News at 30 past the hour proceeded by local and regional news and followed by sports and weather. Otherwise, it's music for 52 minutes each hour. Programming consists mostly of news, sports, and public affairs. We rock, with the slowerstuff beamed right at the housewife until 3 or 4 o'clock.



Indep.  
1240 kc  
1,000 w day  
250 w night

-159- Hibbing, (Duluth) Minn.

**WMFG**

Direct

MAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	RURAL ROUNDUP	C & W	Nat'l news on the hour - farm news Wed. & Thurs. Special farm programs.
7	THE MORNING SHOW	Pop. - Stand.	Keith Knox wakes em up from 6:30 to 12:00 with bright, happy music. News on the hour and headlines on the half-hour.
8	Keith Knox		
9			
10			
11			
N	NEWS	Talk - News	News, weather, sports, analysis and features for the full hour.
1	ALBUM TIME	Album	Uninterrupted listening.
2	AFTERNOON SHOW	Pop. - Stand.	Dick in the afternoon continuing with good music and news on the hour. Headlines are on the half-hour. Special interviews and reports.
3	Dick Nordvold		
4			
5			
6	EVENING SHOW	Pop. - Stand.	Easy tempo music featured on Howie's show. News on the hour continues with a 15 minute summary at 10. Howie's last hour features dreamy music.
7	Howie Jackson		
8			
9			
10			
11			Sign off.
M			
	OVERALL TYPE	Pop. - Stand.	

News and sports director, Dick Nordvold, handles on-the-spot reports, interviews and special play-by-plays. On-the-spot news events covered by WMFG remote mobile unit.

Programming is directed mainly at adults, with easy to listen to top forty used.

Minnesota Twins Baseball - Minnesota Gophers Football - Minnesota Vikings Football - All local sports in season.

**GOT AN IDEA FOR US**

**THAT CAN MAKE**

**PLANNING AND BUYING**

**EASIER FOR YOU?**

**TELL US ABOUT IT.**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# PRESTIGE RADIO SERVING EL PASO

# K-SET

## Reaches TWO NATIONS

- and BOTH understand U.S. dollars
- and BOTH understand U.S. products
- and BOTH love KSET radio for RESULTS.

MORE LOCAL ADVERTISING THAN ANY OTHER STATION

### SPOT ANNOUNCEMENTS

Spots may be combined for frequency discounts.

#### CLASS AA

PER WEEK:	1 MIN	30-SEC	10-SEC
Fixed pos. & less than 6	12.00	9.60	6.00
6 ti .....	10.00	8.00	5.00
12 ti .....	9.00	7.20	4.50
18 ti .....	8.50	6.80	4.25
24 ti .....	7.00	5.60	3.50
30 ti .....	6.50	5.20	3.25

#### CLASS A

	1 MIN	30-SEC	10-SEC
Less than 6 ti .....	10.00	8.00	5.00
6 ti .....	8.00	6.40	4.00
12 ti .....	7.50	6.00	3.75
18 ti .....	7.00	5.60	3.50
24 ti .....	6.50	5.20	3.25
30 ti .....	6.00	4.80	3.00

#### CLASS B

	1 MIN	30-SEC	10-SEC
Less than 6 ti .....	8.00	6.40	4.00
6 ti .....	7.50	6.00	3.75
12 ti .....	7.00	5.60	3.50
18 ti .....	6.50	5.20	3.25
24 ti .....	6.00	4.80	3.00
30 ti .....	5.50	4.40	2.75

### TOTAL AUDIENCE PLAN

(1 MIN)

One-third in each time period or may be bought on BTA basis.

20 ti week ..... 6.00 each

30 ti week ..... 5.00 each

BTA (Best times available)

### TIME CLASSIFICATION

CLASS AA - 6:00-9:00 A.M., 4:00-7:00 P.M.

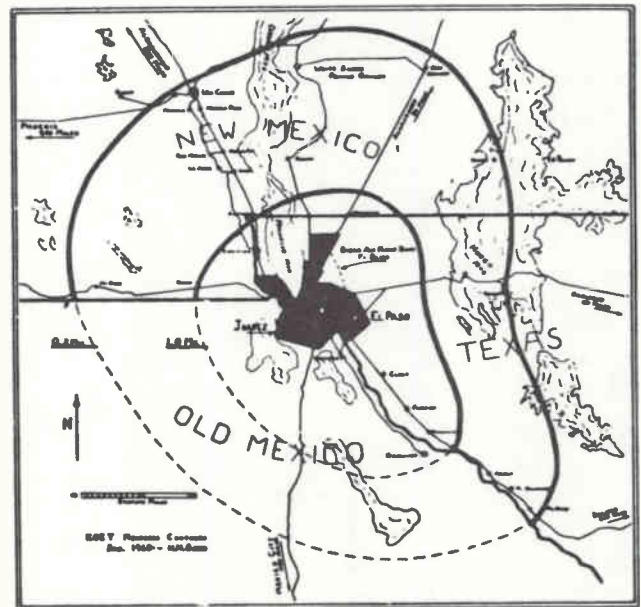
CLASS A - 9:00 A.M. - 4:00 P.M.; all day Sat.

CLASS B - 7:00 P.M. - 6:00 A.M.; all day Sun.

ASSC BY OWNERSHIP WITH  
OVER 300 FOOD STORES

# K-SET

COVERS WHAT NEEDS COVERING



*M  
G*

National Representative  
mcgavren-guild pgw company inc.

WE HANDLE OUR  
ACCOUNTS WITH  
KID GLOVES!



# K-SET

P.O. BOX 20,000 EL PASO, TEXAS 79998  
PHONE 915-532 4979



ABC Affil.  
690kc  
10,000 w

El Paso, Texas  
**KHEY**

Indep.  
920 kc  
500 w night  
1,000 w day

-162-

El Paso, Texas  
**KELP**

Meeker

NAB RAB

Alan Torbet Assocs.

John Walton Station

RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	DON SMITH	C & W	(from midnight)	5	THE CHARLIE RUSSELL SHOW	Contemp.	
6	BOB BUTLER	C & W	ABC News on the hour. Local and regional news live at 7 and 8 am.	6			
7				7			
8				8			
9				9	THE JOE PIERCE SHOW	Contemp.	
10				10			
11	GARY PERKINS	C & W	10:00-10:15 Myers Show 10:30 Swap Shop Paul Harvey News from ABC at 12 noon. Swap Shop at 12:30 ABC News on the hour.	11			
N				N	THE DENNIS FORSYTHE SHOW	Contemp.	
1				1			
2				2			
3	DON DARNELL	C & W	ABC News on hour. Swap Shop at 2:30 and 4:30	3	THE STEVE CROSNO SHOW	Contemp.	
4				4			
5				5			
6				6	THE PAT WHITE SHOW	Contemp.	
7	RAY GLOVER	C & W	ABC News on hour Swap Shop at 6:30 & 8:30. News Wrap-up - ABC - 10 PM Tom Harmon Sports 6:30 PM Alex Dreier News at 7:30 PM	7			
8				8			
9				9			
10				10			
11				11			
M	DON SMITH	C & W	(till 6am)	M			
<b>OVERALL TYPE</b> Country & Western				<b>OVERALL TYPE</b> Contemporary			

ABC News on hour  
ABC Flair Reports on half hour.  
KHEY Radio is Country Western music 24 hours a day.  
Our 10,000 watts make up the most powerful station in the southwest...at 690 on the dial.

News on the hour (5 min). Headlines at the half hour.  
Sports at :45 every hour around the clock.

Indep.  
600 kc  
5,000 w

El Paso, Texas  
**KROD**

MBS Affil.  
1340 kc  
250 w

-163

El Paso, Texas  
**KSET**

Petry Doubleday Bdcstg. NAB

McGavren-Guild-PGW NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	WOODY HATFIELD PROGRAM	Pop. Stand.	5 minutes News on the Hour. Headlines on the half-hour. Sports - 8:05am, 6:05pm. Sports Briefs at :45 Weather at :15. County Agricultural Agent 5am. Livestock Report (M-W) 6:30am Home Economist Marge McConnell 11:40am.
6			
7	MARTY SULLIVAN PROGRAM	Pop. Stand.	
8			
9			
10	JOE PYNE SHOW	Talk-Int. Disc.	
11	GARY GALLUP PROGRAM	Pop. Stand.	A weekly survey of all the principal record dealers in El Paso and surrounding towns provide us with a list of the 20 best selling albums. This list provides the backbone of our musical programming with additional material selected from all time best selling popular music.
N			
1			
2			
3	PAUL BAIN PROGRAM	Pop. Stand.	
4			
5			
6			
7	DON BURTON PROGRAM	Pop. Stand.	
8			
9			
10	JOE PYNE SHOW	Talk-Int. Disc.	
11	DON BURTON PROGRAM	Pop. Stand.	

OVERALL TYPE Popular-standard

AM	PROGRAM	TYPE	COMMENTS
5	KSET MIDNIGHT TO DAWN	Album	KSET is called and considered "Prestige Radio for El Paso", playing music for adults of all ages. KSET's high level of music programming is indicated by a roster of the world's best recording orchestras: Percy Faith, Mantovani, Andre Kostelanetz, etc. Most of KSET music is drawn from high quality instrumental versions of songs from Broadway and Hollywood.  On KSET, the station has the personality. Our mature announcers give only weather sports, station identification, and time signals.  KSET listeners are adults of all ages with buying power...the housewife, the office worker, professional people, and the businessman. KSET's production dept. produces spots that sell without insulting the intelligence of this audience. Never any triple-spotting, or distractions from your commercial announcement. KSET gives all sponsors 15 minute product protection.  KSET's prestige format appeals to the prestige business firms: Banks, department stores, major automobile firms, bottling companies, local industry, and products that like good company.  El Paso is the largest American city on the Mexican border. Across the Rio Grande is Juarez, the largest Mexican city on the American Border...a combined population of over 700,000. KSET covers the market completely. Our instrumental format knows no language barrier. Greater transmitter power could reach no greater audience in this market!
6	KSET MORNING	Album	
7			
8			
9			
10			
11			
N	KSET AFTERNOON	Album	
1			
2			
3			
4			
5			
6	KSET NIGHT	Album	
7			
8			
9			
10			
11			
M	KSET MIDNIGHT TO DAWN (6am)	Album	

OVERALL TYPE Album

News and weather every half-hour.  
Editorials 3 times daily.  
9 Sportscasts and 3 complete reports from weather bureau.  
Two book reviews Mon. thru Fri.  
Two Stock Market summaries daily Mon. thru Fri.  
Morning & Evening Devotionals daily.



NBC Affil  
1380 kc  
5,000w day  
500w night

-164-

El Paso, Texas  
**KTSM**

Indep.  
970 kc  
10,000 w

Ciudad Juarez, Mexico  
(El Paso)  
**XEJ**

Avery-Knodel

NAB

National Time Sales

AM	PROGRAM	TYPE	COMMENTS
5			
6	HOWARD FOX	Pop. Contemp.	Howard Fox holds down the great morning happenings. 7-8 NBC News; weather; local sports; Chicken Man; Today's weather; Regional News; Joe Garagiola; Local news; Earl Nightengale.
7			
8			
9	LET'S TALK	Talk-Tel. Part.	TV Weatherman Ted Bender, and radio's crack play-by-play sportscaster Jud Milton (also Prgm. Dir.)
10			
11	CHRIS RUSSELL	Pop. Contemp.	Chris with the midday happenings.
N			
1			
2			
3	GREG GREGORY	Pop. Contemp.	
4			
5			
6	MIKE MILLER	Pop. Contemp.	
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-contemporary	

AM	PROGRAM	TYPE	COMMENTS
5		Ethnic (Span)	Broadcasting exclusively in the Spanish language since it was founded in 1931 by Pete Meneses, XEJ has been in the forefront in bringing to over 175,000 Mexicans residing in the station coverage area in the United States, plus 300,000 nearby in the Juarez area, the kind of entertainment, news and programming they want.
6			
7			
8			
9			
10			
11			
N			
1			
2			
3			
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9			
10			
11			
M			
OVERALL TYPE		Ethnic - Spanish	

NBC News on the Hour, NBC Emphasis on the half-hour. Local news happenings at :57. 2½ weather at:15. During baseball season, 2½ min. Sports happening at :45. Hour of news 7-8am and 5-6pm. Complete newscasts at 8:05, 9:05am, & 12:05pm. NBC Hot-Line reports. Local remote reports by El Paso's great news team - Ted Bender, Jack DeVore, Neil Thomas, Jeff Gates, Pete Heinlein. Univ. of Texas at El Paso football & basketball. S.W. Conference football. H.S. football. Memorial Day Race. Houston Astros baseball. Sun Carnival basketball tournament.

XEJ has excellent facilities for studio and audience-participation programs, utilizes well-known and personable disc jockeys and general personnel, features many daily dramas and live variety shows, and has a top reputation not only with listeners but with El Paso retailers as well.

Indep.  
800 kc  
150,000 w

-165-

El Paso, Texas

**XELO**

Savalli/Gates

AM	PROGRAM	TYPE	COMMENTS
5	EL GALLITO MADRUGADOR	Ethnic (Span.)	"Early Morning Rooster" Spanish language program. The top morning wake-up show. Features include language instruction, news, crop, weather, sports. Questions on any subject are answered. Very popular wake-up show.
6	Jesus Soltero		
7			
8	LA HORA DEL CAFE	Ethnic (Span)	Francisco Coronado "Coffee Time"
9	REVISTA XELO Francisco Coronado	Ethnic (Span)	Transcribed Soap Opera 9:15-9:45am. XELO Record Review.
10	LA HORA 800kos F. Coronado	Ethnic (Span)	Spanish Language Program "The 800 Hour"
11	CANAL DESPEJADO Hector Salazar	Pop.	The Clear Channel Special Francisco Coronado & hits.
N	FIESTA XELO Hector Salazar	Ethnic (Span)	Spanish language program - U.S. and Mexican tunes.
1	LAS POLLITAS Hector Salazar	Talk- Info.	Women's show embracing household & personal problems.
2	REVISTA MUSICAL	Ethnic (Span)	Musical Review - Span. with Francisco Coronado
3	LA HORA DE USTED	Ethnic (Span)	Original, all request show. Suave, silky, smooth, Francisco, just can't be copied. Features latest pop, music by request.
4	Francisco Coronado		
5	EXPRESO MUSICAL Jose Munoz	Ethnic (Span)	Music from Mexico Spanish Language program.
6	HOP DE LAS SEIS Jose Munoz	Contemp.	A show for teens that also attracts adults.
7	MUSIC TO REMEMBER	Stand.	English language program
8	RELIGIOUS SHOW A.A. Allen Herbert Armstrong	Relig.	Transcribed - English language program.
	MUSIC TO REMEMBER	Stand.	English language program.
9	RECORD ROOST Frank Album	Contemp.	Frank's helpers, Robert Lion, Rex Beagle, Chuck Rooster & Joe Stallion. Mild rock music. Fan mail from 36 states, Canada and Canal Zone.
10			
11			
M			
OVERALL TYPE		Ethnic (Spanish)	

Weather, time and temperature on the hour 5am to 11pm.  
News headlines on the half-hour 5:30am - 10:30pm.  
Serving two countries in two languages. XELO programs  
entirely in Spanish from 5am to 7pm. English language  
programs from 7pm to 11pm Mountain Standard Time.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WAMM	6	6. ROS					80%		-75¢	-\$1
	12	5.75								(39wk)
	18	5.50								
	24	5.25								
	30	5.								
WFDP	6	29. 6-10a	20. 10-3p	23. 3-7p	13. 7-----1a		80%	50%		10%
	12	27.	19. 5:30-6a	22.	12. 4:45- 5:30a					
	18	26.	18.	21.	11.					
	24	25.	17.	20.	10.					
	30									
WKMP	6	21.	20.	21.	19.	Evening	80%	50%	5%	10%
	12	20.	19.	20.	18.	rate Less:				
	18	19.	18.	19.	17.	15%				
	24	18.	17.	18.	16.					
	30									
WTAG	6	30. 5:30-9:30a	24. 9:30-3p	30. 3-7p	18. 7-10p	15. 10-12m	80%	50%	5%	10%
	12	28.	22.	28.	17.	14.				
	24	26.	20.	26.	16.	13.				
WTHM	5	4.50 All periods					3.95			
	10	4.40					3.70			
	20	4.25					3.55			
	25	4.20					3.40			
	30	4.10					3.30			
	30	4.10					3.30			
	50	3.55					2.85			
WTRX	12	18. 6-10a	13. 10-3p	16. 3-7p	10. 7-12m		90%	50%	4%	8%
	18	17.	12.	15.	9.					

Indep.  
1420 kc.  
500 w

Flint, Mich.  
**WAMM**

NBC Affil.  
910 kc  
5,000 w day  
1,000 w night

-168-

Flint, Michigan  
**WFDF**

Greener, Hiken, Sears

RAB

Katz

RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	DON PRESSMAN SHOW	Contemp.	Wakes up Flint with comic voices, plenty of time and temperature checks, traffic bulletins and "all that mus.	5	EARLY BIRD	Stand. Pop.	Dan hits the airwaves before the crack of dawn with news, old hits, time, weather, temperature announcements. Music is bright and lively. Dan's comments are quick and pertinent and afford commercials an opportunity to "steal the show". Dan Hunter, feature morning personality, is also WFDF's chief announcer.
6	MARCELLUS WILSON SHOW	Contemp.	Marcellus, a show-biz veteran gets the day on its way with a warm personal style hard to resist. His "scrambled time breaks" shake even the most dedicated 5 more minute addicts out of bed on time.	6	Dan Hunter		
7				7			
8				8			
9				9	TED JOHNSON SHOW	Stand. Pop.	A perfect blend of entertainment and information, with gay, modern musical sound geared for mature tastes, with such popular recording artists as Frank Sinatra, Connie Francis, Tijuana Brass, Barbra Streisand and features as Sports Shorts, Food News, Hot Line reports. An established Flint radio favorite since 1952.
10	TONY KING SHOW	Contemp.	Tony king is Flint's "wild child". He kids mom through her mid morning chores and warms up the kitchen for lunch.	10			
11				11			
N	MARCELLUS WILSON SHOW	Contemp.	Marcellus' noon show is called the "Marcellus for lunch bunch". He reminds the youngsters of school times and announcements.	N			
1				1			
2	TONY KING SHOW	Contemp.	During the slow afternoon hours Tony King's tempo whisks drivers home through Flint's heavy traffic with a smile. Tony and his little buddy voice are guaranteed laugh producers.	2	PARTY LINE Betty Clarke	Talk	
3				3	JACK SHANNON SHOW	Stand. Pop.	Jack Shannon, well-known personality in Flint and Northeastern Michigan, applies the "good music" taste and production know-how that make a tight, fast-moving good listening afternoon show. Jack highlights such features as "Tripper-Upper", Sports Shorts, time, temp., & news.
4				4			
5	SAM WILLIAMS SHOW	Contemp.	"Sweet Sam, The Candyman" is a "soft-sell salesman" who does more D-J dances than any other Flint radio personality. Sam's forte is consistency in what he plays and says.	5			
6				6	NEWS	Talk-News	News, special talk features, sports.
7				7	JOE PYNE SHOW	Talk-Int.	Provocative interviews, mostly dealing with controversial subjects.
8			Sign off at sunset	8	NIGHTLINE	Stand. Pop.	Night Line puts the emphasis on good adult listening with a carefully selected variety of progressive modern music culled from the finest record albums, occasionally enhanced by a touch of adult-level contemporary. The Night Line format is principally designed to appeal to musical tastes ranging from college level to more mature interest.
9				9	Jerry Whitman Bob Burchett		
10				10			
11				11			
M				M			
OVERALL TYPE			Contemporary - News oriented.	OVERALL TYPE			Standard - Popular

News, sports and weather at :15 and :45 every hour.  
"Aware"--Public Service Feature  
"Community Calendar"  
"Futurescope" - Daily horoscope  
Editorials.  
WAMM is an integrated station serving both the Negro and blue-collar audiences in Flint. This balance is achieved through deep community involvement and constant market research.

NBC News on the Hour  
NBC Emphasis on half-hour  
Local News twelve times daily  
WFDF Radio is adult-oriented in program and news presentation, and is effectively integrated in community service, and enjoys continuing leadership in mixed adult listening.



ABC Affil.  
1470 kc  
5,000w day  
1,000w night

-169-

Flint, Mich.  
**WKMF**

Indep.  
600 kc  
1,000 w dsy  
500 w night

Flint, Mich.  
**WTAC**

Alan Torbet Assocs.

NAB

McGavren-Guild-PGW

Fuqua Comm., Inc.

RAB

AM	PROGRAM	TYPE	COMMENTS
5	COUNTRY SWING AROUND - Gary Ballard	C & W	Modern country music with some older selections (from midnight)
6	FACTORY WHISTLE SHOW Bill Lamb	Stand. Pop.	Program is special presentation of Buick Motor Division Public Relations
7	COUNTRY MUSIC TIME Doug Smith	C & W	Modern country music featured with some older favorites.
8			
9			
10	BREAKFAST CLUB Don McNeil	Variety	ABC Network program of long standing, features music, interviews, etc.
11	COUNTRY MUSIC TIME Jim Harper Doug Smith Dave Norris	C & W	Modern country music featured with some older selections.
N			
1			
2			
3	SPOTLIGHT ALBUM	C & W	Jim Harper spotlights C & W
4	FACTORY WHISTLE SHOW Bill Lamb	Stand. Pop.	Program is a special presentation of Buick Motor Division - Public Relations.
5	AUTO CITY DAILY HIT PARADE Dave Norris	C & W	Features 20 C & W tunes - the Top 20.
6	EDDY ARNOLD SHOW	C & W	Jerry Kelly features songs by Eddy Arnold
	THE WORLD TOMORROW	Comment	Garner Ted Armstrong comment
7			
8	COUNTRY MUSIC TIME Dave Norris	C & W	Modern country music featured with some older selections.
9			
10			
11	GRAND OLE OPRY	C & W	World famous country music show from Nashville, Tenn.
M	COUNTRY SWING AROUND Gary Ballard	C & W	(to 6 am) Modern country music featured with some older selections.

AM	PROGRAM	TYPE	COMMENTS
5	JOHNNY COLE WAKE UP SHOW	Pop. - Stand.	Johnny Cole runs an informative and cheerful morning show directed toward the entire family. Emphasis is on news, sports, weather, etc. for the various factory shifts. We also run four Farm Reports in the 5 - 6 a.m. segment.
6			
7			
8			
9			
10	GARY RAYMOND HOUSEWIFE SHOW	Pop. - Stand.	Music is softened with housewives in mind. Community activities, etc.
11			
N			
1			
2			
3	BOB DELL SHOW	Pop. - Stand.	Our program director covers this important drive-time segment. A gain, many factory shifts are on the road. Bob handles a great show with the modern music, and has the ability to be number one with the teens and the adults.
4			
5			
6			
7	PETER C. CAVANAUGH SHOW	Pop. - Stand.	Pete Cavanaugh talks the language of the young moderns but is not frantic. He features many ideas to elicit phone comments and audience participation. Program features a heavier concentration of "diamond discs".
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

OVERALL TYPE Pop. - Stand.

Local news on the hr. ABC Entertainment Network on 1/2 hr. Station has been in the vanguard of the trend to modern country and western music with jingles, features, etc. incorporated. Definitely an adult appeal station.

20,000 Country Club members.

5 minute news each hour at :55 - headlines at :27. 9 editorials each day. Play-by-play Michigan State sports.

A modern station, but not an electronic juke box. Top news coverage with five short-wave mobile news units. WTAC serves the entire Saginaw Valley - Flint, Saginaw, Bay City, Midland and points north.

Indep.  
1530 kc  
5,000 w

Lapeer, Michigan  
(Flint)

**WTHM**

NAB

Direct

Indep.  
1330 kc  
5,000 w days  
1,000 w nights

-170-

Flint, Michigan

**WTRX**

RAB

Robert E. Eastman

AM	PROGRAM	TYPE	COMMENTS
5			
6	MORNING SHOW	Stand.	Good music, farm news, weather, Sherriff report.
7			
8			
9			
10	COFFEE BREAK CLUB	Stand.	Trade market, birth reports and music, etc.
11	MORNING SHOW	Stand.	Daily obituary report. Music.
N	NOON HOUR SHOW	Talk-	Complete news summary, Market Quotes from Detroit, Farm Auction calendar.
1	AFTERNOON SHOW	Stand.	Music, time, weather, good listening.
2			
3			
4			
5	DINNER HOUR SERENADE	Stand.	Easy listening music.
6			
7			Sunrise to local sunset.
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	JOHN PAUL JONES	Stand. Pop.	The whole town's talking about the Jones Boys and hearing the advertiser's commercials. The Jones Boys make many personal appearances. WTRX programming is bright, exciting, and one of showmanship.
6			
7			
8			
9			
10	TOM JONES	Stand. Pop.	J.P.J. Show has strong male appeal...using such program features as Business man of the day, sports, school lunch menus, and traffic reports. Women's appeal programming: What's cooking contest. Shopping Spree contest.
11			
N			
1			
2			
3	DAVY JONES	Stand. Pop.	Programs are interrupted for news bulletins...5 radio equipped mobile units..AP..Emphasis on local news...Beeper Phones used on news stories... 31 newscasts per day.
4			
5			
6			
7	CASEY JONES	Contemp	Editorials are broadcast regularly.
8			
9			
10			
11			
M			

OVERALL TYPE Standard

OVERALL TYPE Standard - Popular

Middle-of-the-road music, with emphasis on standards. News on the hour, emphasis on local and 'Thumb' news. Frequent sports, live high school play-by-play football, basketball and baseball. Our WTHM mobil unit is at a different location throughout Michigan's THUMBLAND. UPI News service.

Programming designed to fit the mood of the largest possible audience at any one given time.

# FORT LAUDERDALE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WFTL	6	14. Drive	11.50	14. Drive	11.50	11.50	80%	60%		
	12	12.	10.50	12.	10.50	10.50				
	18	11.	9.50	11.	9.50	9.50				
WGMA	5	8. ROB					6.	4.50		
	10	7.					5.	4.		
	20	6.					4.50	3.50		
	30	5.					4.	3.		
WIXX	7	10. 6-10a	8. 10-3p	10. 3-7p			80%	50%		10%
	13	9.	7.	9.						
	19	8.	6.	8.						
WRBD	12	12.00 All periods					80%	50%		10%
	24	11.50								
	36	11.00								
	48	10.50								

For just **\*\$45** you can have your own copy of the **1968 RADIO PROGRAMMING PROFILE . . .** including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1400 kc  
250 w

Ft. Lauderdale, Florida  
**WFTL**

Indep.  
1320 kc  
5,000 w

-172-

Hollywood, Florida  
**WGMA**

Jack Mosla

RAB

Adam Young

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	ALL NIGHT CONCERT	Album	from 11:30pm Primarily mus.	5	PAUL BELDEN (from Midnight)	C & W	6 yrs. of Major Mkt. broadcast experience
6	PROGRESSIVE SERENADE	R & B	Primarily rhythm and blues and hymns. Luther Holland	6	FRANK WILTSE SHOW	C & W	A vet of Country music in the South Florida area and exceptionally well known by listener and artist alike. Drive-time program is fast & informative. A well prepared program of the very best in Countryopolitan music from Music City, U.S.A., Nashville Tenn. Bright, crisp and refreshing. "A great way to start your day."
7	BOB ROBERTS SHOW	Stand. Pop.	Programming includes World, National, Local news on the hour, Radar weather and third dimension (editorial comment on local items); on the half-hour sports round-up, Earl Nightingale, Community Calendar of the Air, Golf Tips with Arnold Palmer. Primarily Personality Show				
8							
9							
10	JACQUES TRIPLETT SHOW	Stand. Pop.	Programming includes World, Natl, Local News on the Hour, Radar weather and third dimension (local editorial comments) on the half-hour, Book Review, Community Calendar, Adventures in Real Estate. Primarily Personality Show.	10	GALE BROOKS SHOW	C & W	Gale Brooks, Music Dir., was a Program Dir. in Orlando, Fla. for several years and now has been named Music Dir. of WGMA. Gale has been credited with helping the careers of such upcoming stars as Arleen Harden, Donna Odom, John Hartford, and David Rogers.
11				11			
N				N			
1				1			
2	JOHN LUPTON SHOW	Stand. Pop.	Programming includes World, Natl, Local News on the Hour, Radar Weather and Third dimension (local editorial comments) on the half hour, Community Calendar. Fred Pettijohn with humor in the news, Sports, Closing Stocks, Golf Tips with Arnold Palmer. Primarily Personality Show. Point of Law.	2	DUTCH WALKER SHOW	C & W	Tuttle "Dutch" Walker, is Program Dir. of WGMA. His shift is sold out with a long waiting list because of his smooth personable approach to "Modern Country Music". In demand as an MC, Dutch feels as much at home in front of a live audience as behind the mike, capturing a major portion of South Florida's radio listeners.
3				3			
4				4			
5				5			
6	GOLD COAST MUSICAL REVIEW	Stand. Album	Programming includes world, Natl., Local News on the hour, Sports and Third Dimension on the half-hour, How to Become a Proper Person, Community Calendar, Earl Nightingale. Primarily Music Show	6	TOM LESLY SHOW	C & W	Tom is a well known DJ from Kentucky, and before coming to the WGMA staff, he was an outstanding announcer in Major Market Radio. He is a veteran of Modern Country Music in South Florida as well as in Kentucky.
7	John Corrigan			7			
8				8			
9				9			
10				10			
11				11			
M	ALL NIGHT CONCERT (to 5:30am)	Album	Includes news at midnight & 5:25 am, weather hourly on half hr. Loc. civic news. Primarily Sweet Music.	M	PAUL BELDEN	C & W	
OVERALL TYPE				Standard - Popular - Album			
OVERALL TYPE				Country & Western			

What Ft. Worth is to Dallas, Ft. Lauderdale is to Miami. Ft. Lauderdale is a mid-western burg; Miami is New York with palms -- as alien to the folks in Ft. Lauderdale as New York City is to Toledo. Playing up on this prejudice with heavy emphasis on LOCAL news, LOCAL public service, has made WFTL #1 Adult Music Station.

WGMA "Modern Country Music" station. The vast national acceptance of the "modern sound of Country/Western music" encompasses the largest market in the Southeast...the South Florida Gold Coast. The impact of this modern concept is excitingly framed in a continuous, bright, exciting flow of music, sports, features, community services and authoritative award winning news...on the Gold Coast's selling-est sound.

Indep.  
1520 kc  
1000 w

Fort Lauderdale, Florida

**WIXX**

Indep.  
1470 kc  
5,000 w

-175-

Ft. Lauderdale, Fla.

**WRBD**

Direct

Greener, Hiken, Sears

**HAB**

AM	PROGRAM	TYPE	COMMENTS
5			
6	GENTLEMEN GEORGE SHOW	C & W	Lively, up-beat tempo music & George's "Good Morning Sunshine, it's great to be in South Florida" happy early morning rise & shine personality. Local & world wide news with Lyle Reeb, formerly with Mutual News and Channel 13 in NYC, Desn of Broward County Newsmen.
7	George Gatley Lyle Reeb		
8			
9			
10			
11	MID-DAY JUBILEE	C & W	Medium tempo music with easy chatter. "Hall of Fame" with Country classics aired every day 12:30 - 1:00 P.M.
N			
1			
2			
3	FRANK WILTSE SHOW	C & W	Frank Wiltse, "The Bearded One", is completely zsnny and non-conforming. He's apt to say and do anything, such as do his show from his houseboat, in an elevator in a 12 story busy office building or on the beach with his bikini-clad fans.
4			
5			
6			
7			
8			7:15 sign off
9			
10			
11			
M			
OVERALL TYPE		Country & Western	

World & Local news on the hour. News headlines on the half-hour. Weather at :15 and :45. Bill Weeck Sports 8:30 AM. Bud Wilkinson Sports 4:45 PM. Driving time news - Hugh Downs at 8:30 am and 5:05 pm. Exclusive coverage of top auto races thru the year such as Indianapolis 500. Daytona 500, Cracker 500, Darlington, etc.

AM	PROGRAM	TYPE	COMMENTS
5			
6	GOSPEL SONG TIME Myrtle L. Francis	Gospel	An ordained minister, Mother Frances has been outstanding gospel personality for years.
7	JOE FISHER SHOW	R & B	Entertainer - MC - Personality Joe Fisher is a popular favorite in North Broward & Palm Beach Clubs. Joe works closely with local high schools and recreation centers and hosts a weekly program featuring talented teens from these areas. His show sets a fast pace and his technique is a mixture that appeals to listeners of all ages. His first hand knowledge of music and performers is readily evident.
8			
9			
10			
11			
N	GOSPEL SONG TIME Myrtle L. "Mother" Francis	Gospel	WRBD's religious reins are in her hands on a regular daily basis to play recordings by top gospel & spiritual personalities of the day. Her word is law!
1			
2	McKINLEY WILLIAMS SHOW	R & B	The "Crown", so dubbed by his legions of fans, sets a fast and lively pace to capture the audience from Broward-Palm Beach to the Bahamas. A local talent who has proven his ability in other major markets. "Mac" is "home" as listener reaction constantly reaffirms. His interest in local affairs, and personal contact with the community at large, plus his airability make him one of the strongest air-salesmen in South Fla.
3			
4			
5			
6			
7			6:00 AM to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		Gospel & R & B	

5 min. News on the hour  
News highlights on the half-hour.  
Sports report at 5:30 p.m.  
Job Opportunities at :15; Community News at :45;  
5 min. Church and Religious News at 6:30 a.m. and 1:30p.m.  
Powerline (Man on the Street) 7:30 a.m.  
Cap't. Soul (Adventure Comedy) 7:15 a.m. & 5:15 p.m.  
"The Most Powerful All-Negro Station on the Southeast Coast"  
"Rockin' Big Daddy Radio"  
"Super-Soul Radio"



# FORT WORTH

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KBUY	5	16. 6-9a	13. 9-4p	16. 4-7p	13. 7-12m		80%	50%		
	10	15.	12.	15.	12.					
	13	14.50	11.50	14.50	11.50					
	20	14.	11.	14.	11.					
	25	13.50	10.75	13.50	10.75					
	30	13.	10.50	13.	10.50					
40	12.50	10.25	12.50	10.25						
KFJZ	6	28. 6-10a	25. 10-3p	28. 3-7	14. 7-10p	7. 10-6a	75%	50%		8%
	12	27.	24.	27.	13.	6.50				
	18	26.	23.	26.	12.	6.				
	24	25.	22.	25.	11.	5.50				
	30		21.	10.	10.	5.				
	36		20.	9.	9.	4.50				
KJIM	6	13. 6-9a	11. 9-4p	13. 4-7p			See Card	50%	5%	10%
	12	12.	10.	12.						
	18	10.	8.	10.						
	24	8	7.	8.						
	30	7.	6.	7.						
KFOK	12	15. All periods					80%			
	18	14.50								
	24	14.								
	30	13.50								
	36	13.								
	42	12.50								
48	12.									
KXOL	6	23. 6-9a	21. 9-4p	23. 4-7p	16. 7-10p	9. 10-6a	80%	50%	4%	8%
	12	22.	20.	22.	15.	8.				
	18	21.	18.	21.	13.	7.				
	24	20.	16.	20.	11.	6.				
WBAP	6	19.80 6-9a	14.40 9-3:30p	19.80 3:30-6:30p	12.60 7-10p	5:30a	80%	50%		
	12	18.70	13.60 5:30-6a	18.70 6:30p	11.90					
	20	16.50	12. 6:30-7p	16.50	10.50					

Texas State Network  
1540 kc  
50,000 w day  
1,000 w night

Ft. Worth, Texas

**KBUY**

Alan Torbet Assocs. John Walton Station NAB RAB

Indep.  
1270 kc  
5,000 w

-175-

Fort Worth, Texas

**KFJZ**

Blair

NAB

AM	PROGRAM	TYPE	COMMENTS
5	THE ALL NITE SHOW (from midnight)	C & W	The last hour of six solid hours of the best in country music.
6	BILL MACK SHOW	C & W	Bill has been the morning mayor of Fort Worth's country music audience for the past 7 yrs...a big favorite because he lets listeners know what's going on in the world...takes requests and constantly keep KBUY listeners informed with KBUY News Central.
7			
8			
9			
10	RON RICE SHOW	C & W	Ron starts his third year on KBUY with his program geared to the housewife. Strong personality adult appeal.
11			
N			
1			
2	GENE KELLY SHOW	C & W	Gene Kelly has to be Fort Worth's funniest radio personality. Home town boy now in his 6th yr. in Ft. Worth radio. Fast-paced show with radar locations and traffic reports.
3			
4			
5			
6	LARRY GLENN SHOW	C & W	Larry Glenn does 6 solid hours of country pop favorites plus requests from 9 to midnight...plus news from the Texas State Network.
7			
8			
9			
10			
11			
M	THE ALL NITE SHOW (to 6am)	C & W	six solid hours of the best in swinging country music.

AM	PROGRAM	TYPE	COMMENTS
5	GEORGE ERWIN SHOW	Contemp	George Erwin has been the morning personality for over 20 years. Strong Adult appeal. Good topicality.
6			
7			
8			
9	BOB WHITE SHOW	Contemp	Programming and contest geared to the housewife with the music selection softened to fit this time period. Strong personality adult appeal.
10			
11			
N	"SKEETER" GORDON SHOW	Contemp	Programming and contest geared to the housewife with the music selection softened to fit this time period. Strong personality adult appeal.
1			
2			
3			
4	MARK STEVENS SHOW	Contemp	Zany, humorous with stress on showmanship and personality. Geared to both teens and adults.
5			
6			
7	RANDY ROBINS SHOW	Contemp	Strong personality, good topicality, programming, contest and music. Geared to the young adult and teens.
8			
9			
10			
11			
M	JIM DYE SHOW (to 5 am)	Contemp	Strong personality.

OVERALL TYPE Country & Western

OVERALL TYPE Contemporary

K- BUY has 5 min. news on the hour and half-hour. Sports at :15. High school football on Friday nights.

5 Min. News on the hour  
Sports at :20  
Weather at :30

K-BUY is the sound of "Swingin' Country Music". Our music is geared to fit modern times and to keep the overall country music lover happy.

The music format is contemporary, but not in the strict sense. The popular hits are played, the contemporary Top 40 and the easy listening Top 40 with the music selection geared to the time period and the audience. Very strong personality DJ's with stress on topicality and community identification.

Indep.  
870 kc  
250 w

-176-

Fort Worth, Texas

**KJIM**

Indep.  
970 kc  
1,000 w

Ft. Worth, Texas

**KNOK**

John C. Butler

NAB

Bernard Howard

NAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS		
5				5					
6	"THE SOUND OF GOOD MUSIC"	Stand.- Pop.	Andy Williams, Al Hirt, Montavani, Ray Coniff, Robert Goulet, Frank Sinatra, Peter Nero, Pete Fountain, Barbara Streisand, Tijuana Brass and the best of the Nashville Sound Class Country.  Air personality is second- ary to the total sound of the music, however, an- nouncers use their names in connection with the sound. Jim Pitts 6-9 Walter Vaughan 9-12 Lee Bale 12-3 Michael O'Shea 3-6  5 min. news on the hour. News headlines-2 min. on the half-hour. Showcased weather at :15 & :45. Wall Street Report at :15 from 10:15 to 2:15... local office of Merrill, Lynch at 11:15 and 3:15. Otherwise UPI Audio. 5 min. detailed sports reports at 8:05am and 5:05pm.	6	BLUES AT SUNRISE	R & B	Rhythm and Blues. A show with strong audience appeal- interpersed with news, community activities and a style that means results for you.		
7				7	Reuben "Mad Lad" Washington				
8				8					
9				9	THE GOSPEL TRAIN Part 1	Gospel	Current and old favorite Gospel and Spiritual music, plus funeral and church announcements.		
10				10	Roy Johnson				
11				11	THE CURTIS SHELBY SHOW	R & B	Rhythm and Blues. Swinging sounds from KNOK "Soul Fifty Survey".		
N				N	THE JAMES CLEMONS SHOW	R & B	Rhythm and Blues ; music with a beat & humorous patter.		
1				1	THE GOSPEL TRAIN Roy Johnson	Gospel	Continuation of Gospel Train- Part 2.		
2				2	"THE MAD LIB SHOW"	R & B	Rhythm and Blues. Popular sounds from the current and "favorite" rhythm and blues recording greats.		
3				3	Reuben Washington				
4				4	THE CURTIS SHELBY SHOW	R & B	Rhythm and Blues. Swinging sounds from KNOK "Soul Fifty".		
5				5					
6			Sunrise to local sunset	6					
7				7	THE GENE MCINTYRE SHOW	R & B	Rhythm and Blues from the KNOK "Soul 50 Survey".		
8				8			AM Sign-off at local sunset.		
9				9					
10				10					
11				11					
M				M					

OVERALL TYPE Standard-popular

OVERALL TYPE Rhythm & Blues & Gospel & Jazz

News and Weather at :55.  
Headlines at :30.

KNOK-970 AM and KNOK-107.5 FM feature simulcast program-  
ming from 6 A.M. until local sunset from AM broadcasting  
with continuous FM programming until midnight.

"The Rhythm and Blues Station in North Texas".

Indep.  
1360 kc  
5,000w day  
1,000w night

Ft. Worth, Texas

**KXOL**

Robert Eastman

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	JACK MURRAY	Contemp. Pop.	
6			
7			
8			
9	RICK REYNOLDS	Contemp. Pop.	
10			
11			
N	CHARLIE PRO	Contemp. Pop.	
1			
2			
3	JOHNNY MAY	Contemp. Pop.	
4			
5			
6			
7	PHIL ROBBINS	Contemp.	
8			
9			
10			
11			
M	DON MILLER (to 5am)	Contemp. Pop.	

OVERALL TYPE Contemporary - Popular

5 min. News at :55 Top Story at :30.  
KXOL News- award winning leader in local coverage.

NBC and ABC Affil.  
5,000 w, 50,000 w  
570 kc, 820 kc

-177-

Fort Worth, Texas

**WBAP**

Henry I. Christal

NAB

AM	PROGRAM	TYPE	COMMENTS
5	GOSPEL MUSIC	Relig.	
	FARMERS ALMANAC	Stand. Pop.	For production worker as well as the farmer.
6	FARM & RANCH	Service	Farm Director Bob Walsh with agricultural news.
7	GENE O'BANNON SHOW	Stand. Pop.	Gene O'Bannon keeps the morning alive on WBAP Radio Alive! Genial Gene provides the listeners with music, news, and short features. Of course, there are plenty of time and temp. reminders.
8			
9	BREAKFAST CLUB Don McNeill	Variety	ABC Network
10	DON HARRIS SHOW	Stand. Pop.	
11			
N	NOON EDITION	News	ABC & WBAP Frank Lee, Paul Harvey
	NOON ROUNDUP	Service	Ted Gouldy
1	HAL CHESTNUT SHOW	Stand. Pop.	Hal's pleasing personality and subtle wit are combined with a format of music, news and short features. The show is moderately paced. Hal is a good radio companion for early afternoon listening. Format includes standards, pops, & albums.
2			
3			
4	MIKE HOEY SHOW	Stand. Pop.	The musical format is best described as "standard-pops" It includes standards, selective pops, memory tunes, and featured albums. About 50% of the musical numbers are vocals.
5			
6			
7	NEWS AND COMMENTARY	News	Edward P. Morgan, Alex Dreier, etc.-ABC Network (Includes ABC Commentators)
8	WORLD TOMORROW	Relig.	Herbert W. Armstrong
9	MUSIC MAN SHOW Len Boden Warren Anderson	Stand. Pop.	
10			
11			
M			

OVERALL TYPE Standard - Popular

Basic format includes 10-minutes of news per hour (5 mins local and 5 mins. Network); additional 5-mins. local news on half hour added during drive time periods. WBAP Radio shares time with WFAA Radio on two frequencies 24 hours a day. Programming is primarily musical with strong emphasis on news and program features of adult interest. The same format is used on both WBAP-820 and WBAP-570.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives



# FRESNO

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KARM	6	15. 6-9:30a	12. 9:30-4p	15. 4-7p	12. 7-12m	on request	80%	50%	10%	15%
	12	14.	11.	14.	11.					
	18	13.	10.	13.	10.					
	24	12.	9.	12.	9.					
KEAP	6	10. 6-10a	7. 10-----	7. sign off			80%	50%		
	12	9.	6.	6.						
	18	8.	5.50	5.50						
	24	7.	5.	5.						
KFRB	6	24. 6-10a	18. 10-4p	24. 4-7p	14. 7-12m		75%	50%		
	12	23.	17.	23.	13.					
	18	22.	16.	22.	12.50					
	24		15.		12.					
KMAK	6	26. 6-9:30a	22. 9:30-4	26. 4-7p	22. 7-10p	14. 10-6a	80%	50%	5%	10%
	12	24.	20.	24.	20.	13.				
	18	22.	18.	22.	18.	12.				
	24	21.	17.	21.	17.	11.				
	36	20.	16.	20.	16.	10.				
KXEK	2	5.50	5.50	5.50	5.50		75%		5%	10%
	3	5.00	5.00	5.00	5.00					
	4	4.50	4.50	4.50	4.50					
KYNO	6	30. 6-10a	26. 10-3p	30. 3-7p	26. 7-9p	22. 9-12m	80%	50%	5%	10%
	12	27.	23.	27.	23.					
	18	26.	21.	26.	21.					
	24	25.	20.	25.	20.					
						12m-5a Rates on request				

ABC Info Affil.  
1430 kc  
5,000 w

-180-

Fresno, Calif.  
**KARM**

Indep.  
980 kc  
500 w

Fresno, Calif.

**KEAP**

Avco Radio TVSales

NAB

Adam Young

NAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	BREAKFAST CLUB Don McNeil	Variety	00-05 News (ABC) 30-35 News (ABC)	5			
6	MORNING MAGIC Terry Nolan	Pop. - Stand.	Standard pop, instrumental and vocals alternated in lush arrangements. News on the hour, 7:30 - 7:35 - Paul Harvey	6	BOB ADAMS SHOW	C & W	A native Fresnan, Bob has been an avid Country music fan all of his life. He joined KEAP 4 years ago and has become Fresno's favorite "Country Boy" awakening Fresno to Country Music every morning.
7				7			
8				8			
9				9			
10	MUSIC FROM CLOUD NINE Carl DeWing John Franklin	Pop. - Stand.	Music as above, a bit slower in tempo. Accent on adult hits of past and present. News on the hour 12 - 12:15 p.m. - Paul Harvey.	10	LEE ROSS SHOW	C & W	From Bob Will's Texas play- boys, Lee as featured singer wrote such big Country Hit's as "My Shoes Keep Walking to You", "Heart to Heart Talk" and "Curtain in the Window". In 1960, Lee became a member of "America's foremost Country Radio Station, KFOX". After 8 years as afternoon drive time man there, Lee moved to Fresno to relax, raise horses and play country music on Fresno's KEAP.
11				11			
N				N			
1				1			
2				2			
3	ACCENT ON MUSIC Terry Nolan Carl DeWing	Pop. - Stand.	Music as above, but of quicker tempo for drive time. News on the hour, 5:05 - 5:15 p.m. - Tom Harmon Sports. 6:05 - 6:15 p.m. - Alex Dreier	3	DON HILLMAN SHOW	C & W	3 times nominee of the Country Music Academy's "Top Radio Personality of the Year Award", drives home the country hits every afternoon for the Central California commuters. A 1 year vet of Fresno Radio and television, with a 3 yr. stint in Bakersfield, "The Country Music Capitol of the West", where he worked closely in several endeavors with Buck Owens, Merle Harvard, Billy Mize, Boby Austin, Tommy Collins, and Red Simpson.
4				4			
5				5			
6				6			
7	MUSIC A LA CARTE Bob Funnell	Pop. - Stand.	Music as above, programmed for the dinner hour (of medium tempo). News on the hour.	7			
8				8			
9				9			5:45 to local sunset
10	THE STRING SHIFT (to 6 a.m.) Bob Love	Pop. - Stand.	Music as above, programmed for late night listening. News on the hour.	10			
11				11			
M				M			
OVERALL TYPE Pop. - Stand.				OVERALL TYPE Country & Western			

Fresno's only full-time Standard-Pop music station with Local News headlines preceding every ABC Network newscast on the hour. Personalities have limited adlib time for time and temperature announcements, and brief weather forecasts. Music in segments, commercials separated (never back-to-back), and limited to 16 minutes per hour. Format is much like KPOL, Los Angeles, a bit brighter than WPAT, KABL, etc.

News at :55 - Headline news and weather at :25 each hour. K-E-A-P's 1968 Ford wagon is equipped to transmit directly from the car in a radius of 75 miles from Fresno. During each of the traffic times (7:30 thru 9am and 4:30 thru 6pm) K-E-A-P features direct reports from 98 on traffic conditions in the metropolitan Fresno area - providing Fresno commuters with information on alternate routes to avoid traffic congestion. K-E-A-P News can and does roll to the scene of any news happening and reports live & direct to Fresno listeners. The only Fresno station with UPI wire and audio service.

CBS Affil.  
940 kc  
50,000 w

Fresno, Calif.  
**KFRE**

Indep.  
1340 kc  
1,000w day  
250w night

-181-

Fresno, Calif.

**KMAK**

Blair Triangle Stations NAB RAB

McGavren-Guild-PGW

AM	PROGRAM	TYPE	COMMENTS
5			
	DON ELLIOTT	Pop. - Stand.	Pop tunes - All American music
6	FARM PROGRAMMING	Talk Serv.	CBS World News Roundup, Calif. Farm Front, World News, Std. Farm Reports, Agric., Bus.
7	DON ELLIOTT	Pop. - Stand.	Bright, sparkling personality---seven years with station. All-American music & news.
8			
9	AL RADKA	Pop. - Stand.	Sprinkles with the "one-of-a-kind" wit and humor of popular Al Radka. Contests in which everybody wins, upbeat music, features, etc. with KFRE 20 years. CBS or KFRE news every half-hour, Dimensions at :55.
10			
11			
N	FARM PROGRAMMING	Talk Serv.	News, Farm Almanac, Field Report, Farm Review, Farm Line Agric. weather.
1	ARTHUR GODFREY TIME	Variety	
2	ANDY KAY	Pop. - Stand.	Long-time Fresno favorite---on station for nine years. Local boy well-known as emcee and charming host. News, Dimensions, Station Features & Music.
3			
4			
5	KFRE NEWS CBS NEWS KFRE & CBS SPORTS NEWS	Talk News	Complete CBS evening news. Local news & CBS & local sports---Gus Zernial, Sports Dir., Oakland Athletics Baseball, Raider Football & Fresno State College sports.
6			
7	BILL ALBERT	Pop. - Stand.	Better known to Central Calif. radio audiences as "Big" Bill Albert, this veteran broadcaster needs only to be heard to establish his superb announcing abilities. Albert is truly one of the finest radio personalities to ever appear on the local scene.
8			
9			
10			
11			
M			
OVERALL TYPE		Pop. - Stand.	

CBS News on the hour, local news, personalities, middle-of-the-road music, farm & local & national sports. (Oakland A's Baseball, Raider Football & Fresno State College Football, Basketball & Baseball.)

AM	PROGRAM	TYPE	COMMENTS
5			
	DICK CARR SHOW	C & W	Dick has had a habit of building a name as a real personality. Lots of telephone contests, jokes and fun. A real live wire in the community.
6			
7			
8			
9			
10	JIM SANDS SHOW	C & W	Jim brings his violin into the studio every morning and tries to play it. Actually if he got serious, he might not sound bad. Jim also has a bunch of other gimmick like tricks including maximum amount of audience participation.
11			
N			
1	MARV ALLEN SHOW	C & W	Not to be out-done by Jim Sand's violin, Marv plays the harmonica. He proved his following by the large traffic jam caused when he got lost and the station put up a reward for his return. His easy going personality has won over Fresno
2			
3			
4	BOB FULLER SHOW	C & W	Bob is perhaps the least talented musician of the bunch...he plays the kazoo. Probably the deepest voiced announcer in the West. Bob always makes it a point to become a real part of the community.
5			
6			
7	GARY D. SHOW	C & W	Gary turns his listeners on with music and much phone participation. He takes solid stand on issues. His knack is for getting people mad at him yet laughing with him. Gary says- "I don't saddle up to come in second."
8			
9			
10			
11			
M			
OVERALL TYPE		C & W	

News on the hour and half. Weather at :15 and :45 past every hour. Sports as part of news. Traffic reports every ten minutes 7-8:45 am; 5:15-5:45 pm. Full News department manned all day. Heavy emphasis on personality, promotion and audience participation known as "The Modern Sound of the West".

Indep.  
1550 kc  
500 w

-182-

Fresno, Calif.

**KXEX**

Indep.  
1300 kc  
5,000 w day  
1,000 w night

Fresno, Calif.  
**KYNO**

National Time Sales NAB

Robert Eastman NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	RELOJ MUSICAL	Ethnic (Span)	Musical variety show--appeal to better musical tastes in Mexican radio.
7	LA HORA PACHANGERA	Ethnic	Talk show with music.
8	EXITOS KXEX	Ethnic	Slant on better musical tastes trying to reach financially able Mexican.
9	LA HORA DEL CAFE	Ethnic	Musical variety
	CASOS Y COSAS DE CASA	Ethnic	Comedy series
10	VOCES Y GUITARRAS	Ethnic	Better taste music-variety.
	MENSAJE MUSICAL	Ethnic	Better taste music-variety
11	BURBUJAS MUSICALES	Ethnic	Musical with audience participation.
N	RANCHERAS Y TEJANOS	Ethnic	Talk show with music
1	EXITOS KXEX #II	Ethnic	Better taste music-variety
2	EDUCATIONAL PGMS	Ethnic	Discussion-talk show
	MUSICA A SU RECORRIDO	Ethnic	Musical variety-better
3	MUCHO RITMO	Ethnic	Musical variety-better type.
4	DISCOTECA POPULAR	Ethnic	Musical variety-better type.
5	LA HORA PACHANGERA II	Ethnic	Talk show with music.
6	VOCES CAMPIRANAS	Ethnic	Better type musical variety.
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	BILL STEVENS	Pop. - Contemp.	
6	LEE DUNCAN	Pop. - Contemp.	All of the shows consist of playing 45's---and LP's of popular music---fast, smooth pace.
7			
8			
9	BOB TAYLOR	Pop. - Contemp.	
10			
11			
N	GARY MITCHELL	Pop. - Contemp.	
1			
2			
3			
4	DAVE JEFFREYS	Pop. - Contemp.	
5			
6			
7	JERRY MANN	Pop. - Contemp.	
8			
9			
10			
11			
M	BILL STEVENS	Pop. - Contemp.	

OVERALL TYPE Ethnic - Spanish

OVERALL TYPE Pop. - Contemp.

5 min. news broadcasts every hour at :55. 2 min. news headlines every half hour at :28. 5 min. farm news broadcasts at 12:30 & 4:30pm. KXEX began operation in September 1962. All Spanish station with new type of program, the first all Spanish station in the San Joaquin Valley. KXEX serves 160,000 Spanish speaking people. KXEX sells to a semi-rural market, the largest agriculture producing county in the United State.

News :40 every hour.

# GRAND RAPIDS

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WBRX	12	5. 7-9a	4.50 9-3p	5. 3-7p	4.50 Other		70%	50%		
	18	4.50	4.	4.50	4.					
	24	4.	3.50	4.	3.50					
WGRD	10	10. 6-10a	9. 10-3p	10. 3-7p			80%	50%		
	20	9.	8.	9.						
WHTC *	1	5. 6-----				-----11p				
	26	4.75								
	52	4.50								
	104	4.25								
WJEP	6	13. 6-9:30a	11. 9:30-3p	13. 3-6p	6. 7-1a		80%	50%		
	12	12.	10. 6-7p	12.	flat					
	18	10.	8.	10.						
	24	8.	7.	8.						
	30	7.	6.	7.						
WLAJ	6	25.	21.				80%	50%		
	12	24.	20.							
	18	23.	19.							
	24	22.	18.							
WOOD	6	35. 6-10a	23. 10-3p	26. 3-7p	17. 7-12m	17. 12-5a	80%	50%		
	12	33.	22. 5-6a	24.						
	18	32.	21.	23.						
	24	30.	20.	22.	13.					

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149



Indep.  
1530 kc  
500 w

-184-

Grand Rapids, Mich.

**WERX**

Stone

AM	PROGRAM	TYPE	COMMENTS
5			
6	BOB STEELE	Pop. Stand.	Combines M-O-R Sinatra type music with news and sports from the American Information Network and local news with Bill Jarrell. Mort Crim from The American Information Network for 15 minutes of News Around the World.
7			
8			
9			
10			
N	NEWS	Talk	Network news
	JIM KING	Pop.Std.	
1	WAYNE COREY	Talk	Most controversial Western Michigan talk show.
2	JIM KING	Pop. Stand.	Combines M-O-R music with complete news coverage, sports reports, stock mkt., local news, etc.
3			
4			
5			
6	NEWS BLOCK	Talk	News Around the World, Tom Harmon, Alex Dreier.
7	NIGHTLIFE	Pop. Stand.	M-O-R music plus Network news and features.
8			
9			Sunrise to local sunset
10			
11			
M			

OVERALL TYPE Popular-standard

WERX is an up-tempo M-O-R station striving for the adult audience with an emphasis on news & special event coverage.

Indep.  
1410 kc  
1,000 w

Grand Rapids, Mich.

**WGRD**

Alan Torbet Assocs.

AM	PROGRAM	TYPE	COMMENTS
5			
6	LOU BOND SHOW	Contemp. Pop.	Bright and bouncy morning show with audience participation at least once each hour.
7			
8			
9			
10			
11	WAYNE THOMAS SHOW	Contemp. Pop.	Housewife companion. 11-12 Wayne Kookie Kitchen. Listeners call-in with their guests of days secret recipe - clues every 15 minutes. Prizes
N			
1			
2	JIM FRANCIS SHOW	Contemp. Pop.	The "In" sound for young adults, high school and college students.
3			
4			
5			
6			6am to local sunset
7			
8			
9			
10			
11			
M			

OVERALL TYPE Contemporary-popular

News on the hour and half-hour.  
Original Polka Show, Sun. 1:30-4pm. Lou "Wesley" Bond M/C. Polish audience of almost 20 years. Show usually sold out.  
Special contest at least once each hour for prize giveaways.

MBS Affil.  
1450 kc  
1,000w day  
250w night

Holland, Mich.  
(Grand Rapids)  
**WHTC**

CBS Affil.  
1230 kc  
1,000w day  
250w night

-185-

Grand Rapids, Mich.  
**WJEF**

George T. Hopewell

Avery-Knodel Fetzer Bdcstg. Station

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	CLOCKWATCHER Ed Verschure	Pop. Stand.	A 1/2 hour and a 10 minute religious program within this segment.
7			
8			
9	MORNING ROUNDUP Mary Emma Young	Talk- Int.Disc	Show also includes news & Earl Nightingale.
10	TALK OF THE TOWN Juke Van Oss	Talk- Tel.Part	
11	TRADING POST	Talk- Serv.	Buy-sell show with audience participation.
N	MUSICAL CARAVAN Ed Verschure	Pop. Stand.	Cedric Foster Commentary MBS
1			
2	VIEWPOINT (Mon.Wed.Fri.)	Talk Tel.Part	B. Gargano in an audience phone participation show.
3	SUNNYSIDE OF STREET	Pop.	
4	Ray Carey		
5	NEWS BLOCK & DINNER MUSIC	Talk- News Pop. Stand.	World, state & local news. Speaking Sports and Van Patrick Sports.
6			
7	EVENING SERENADE	Pop. Stand.	
8	Ray Carey		
9			
10			
11			
M			
OVERALL TYPE		Popular-standard	

AM	PROGRAM	TYPE	COMMENTS
5	JEF JAMBOREE	C & W	
6	"Cousin Conrad"		
7			
8			
9			
10	ARTHUR GODFREY	Variety	A CBS feature
11	JEF JAMBOREE	C & W	
N	JEF NOONTIME TUNETIME	C & W	"Cousin Conrad" in the first portion. "Cousin Kent" in the second.
1	JEF C & W HIT PARADE	C & W	A program featuring the top 30 Country and Western tunes in western Michigan.
2	"Cousin Kent"		
3			
4			
5			
6	JEF COUNTRY SPOTLIGHT	C & W	"Cousin Conrad"
7	REASONER REPORT	News	CBS feature. Harry Reasoner
8	JEF RADIO RANCH	C & W	A phone-in dedication program where the listeners may send songs out to other listeners.
9	"Cousin Conrad"		
10			
11			
M			
OVERALL TYPE		Country & Western	

Mutual News on the hour and half-hour. We broadcast live all season long Detroit Tiger baseball - in fall & winter we broadcast live football and basketball from 3 local high schools and one college (local) plus district, regional and state finals in basketball. Schedule includes almost 100 local sports broadcasts throughout the fall and winter season.

Local news-6,6:30,7,7:30,7:55,9:10am, 12:00,5:10,6,11pm and midnight. Sports- 6:20, 7:25am, 12:10, 6:10pm. CBS Dimension features - 9:30,11:30am, 12:55,1:55,2:55, 3:55,4:55,6:40,6:45,6:55,7:00 & 7:15pm. WJEF places heavy emphasis on local news. Newscasts are broadcast during the early morning "rise" and "drive" times and in the early evening - a total of 12 times daily. CBS News every hour on the hour to keep our listeners well informed on the national and international scenes.

ABC Affil.  
1340 kc  
1,000 w day  
250 w night

Grand Rapids, Mich.

**WLAV**

NBC Affil.  
1300 kc  
5,000 w

-186-

Grand Rapids, Mich.

**WOOD**

Meeker **Shepard Broadcasting Corp.** **NAB**

Katz **Time-Life Broadcast** **NAB RAB**

AM	PROGRAM	TYPE	COMMENTS
5	BILL MERCHANT SHOW	Pop.-Contemp.	Bill has over 10 yrs. in radio in Grand Rapids mkt. He also does a daily TV show. Pace is set for young adult audience with emphasis on time and weather checks plus traffic conditions. Local news at :25 every hour.
6			
7			
8			
9			
10			
11			
N			
1	JACK HOPPUS SHOW	Pop.-Contemp.	Aimed specifically for housewives, Jack has over 15 yrs. in business. One of the most sought after talents in western Michigan for commercial work.
2	JACK EVANS SHOW	Pop.-Contemp.	Jack also directs his show to the housewife. Paul Harvey news at 12:30 every day is featured during Jack's show.
3			
4	TOM ROBERTS SHOW	Pop. Contemp.	Tom is Grand Rapids most popular afternoon personality. Request line is open on Tom's show, plus other constantly changing promotions. Tom keeps it interesting by coming up with something new daily.
5	WLAV 5 STAR NEWS	News	This area's only 1/2 hr. news.
6		WLAV INSTANT OPINION	Talk-Tel. Part.
7	GEORGE ARTHUR SHOW	Pop. Contemp.	Pace is set for high school and college audience. George's show is more popular than any night show in the market.
8			
9			
10			
11			
M			

OVERALL TYPE Pop.-Contemp.

Local news at :25 and :54  
ABC News at :55  
This station is formatted towards the young adult and mature adults. Heavy news, sports, and active features keep the pace lively and attractive. WLAV makes cash calls to area homes picked at random from telephone directory. As of Jan. 1968 over \$12,000 given away. This feature runs from 6 am to 6 pm daily.

AM	PROGRAM	TYPE	COMMENTS
5	BUCK BARRY SHOW	C & W	Farm news & weather. Information furnished by Mich. St. Univ. Ext. Serv. Buck sometimes plays the guitar.
6	BRUCE GRANT SHOW	Stand. Pop.	This unique air personality is on hand with time, temp., weather and news as well as bright cherry music and just the right touch of humor to blend into a lively morning show.
7			
8			
9	BILL STRIKE SHOW	Stand. Pop.	The musical selections act as an ideal background for relaxing or attending to household chores. Included in the format are the best of the current popular music.
10			
11			
N	TOM QUAIN SHOW	Stand. Pop.	Featured host Tom Quain occasionally interrupts the atmosphere set by the music for a rundown of titles, time, weather, news and the "Town Crier" with community activities.
1			
2	DOUG HEKMAN SHOW	Stand. Album	
3			
4	JOHN DOREMUS SHOW	Stand. Pop.	NBC News. Album, lush arrangements of music. Mostly standards.
5	DOUG HEKMAN SHOW	Stand. Pop.	WOOD-Radio offers three hours of melodious mood music representing top-notch listening enjoyment for the entire audience.
6			
7			
8	GOLDEN SOUNDS	Stand.	The best in lush arrangements of nostalgic and traditional numbers.
9			
10			
11			
M			

OVERALL TYPE Standard-Pop.

NBC News on the hour 7am to 12 midnight. WOOD News 7:05-7:10, 8:05-8:15, 9:05-9:10 in the morning -12:05pm, 5:05-5:10, 6:05-:10p in the afternoon. WOOD Weather 6:55-7 am, 7:55-8pm. WOOD Sports 8:30am, 5:10-5:15pm. WOOD is Grand Rapids leading adult oriented station. WOOD is the only full-time 5,000w station in Grand Rapids.

# GREENVILLE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.		
WESG	6	17.	6-10a	14.	10-3p	17.	3-7p	80%	60%			
	12	16.		13.		16.						
	18	15.		12.		15.						
	24	14.		11.		14.						
	30	13.		10.		13.						
WFBC	6	17.	6-9a	12.	9-----12m			75%	50%			
	12	16.		10.								
	18	15.		9.50								
	24	13.		9.								
	30	11.		8.50								
WHYZ	6	12.	All periods					75%	50%			
	12	11.50										
	18	11.										
	24	10.50										
	30	9.										
WMRB		6.00	6-9a	5.20	9-4p	6.00	4-7p	5.20	7-12m			
WMUU * Freq. Rates	1	5.		(plus \$1				4.				
	13	4.80		6-8:30am)				3.85				
	26	4.60						3.70				
	52	4.40						3.55				
	104	4.30						3.48				
	156	4.20						3.40				
	260	4.10						3.33				
312	4.						3.25					
WQOK	12	14.		11.		14.		80%	50%	10%	15%	
	18	13.		10.		13.						
	24	12.		9.		12.						
	30	11.		8.		11.						
	36	10.		7.		10.						
						7.	6.50					on request

Mutual News Affil.  
660 kc  
10,000 w

-188-

Greenville, S.C.

**WESC**

NBC Affil.  
1330 kc  
5,000 w

Greenville, S.C.

**WFBC**

Adam Young NAB

Avery-Knodel NAB

AM	PROGRAM	TYPE	COMMENTS
5	WAYNE SUMMER	C & W	Farm news at 5:30 & 6:30am including stock quotations and agricultural market summary. Extended weather.
6			
7	WALLY MULLINAX	C & W	"Mr. Greenville", personality on WESC since 1949. Good natured 'feuding with city officials. Accent on local news, traffic including radar reports.
8			
9	MAX MACE	C & W	Up-tempo C&W helps Greenville area housewives through morning chores. Mace is very popular air personality - in Greenville since 1950.
10			
11			
N	JERRY HOWARD	C & W	The bright, happy sounding personality. Excellent production work. Authority on the Nashville Sound in music.
1			
2			
3	BOB HOOPER	C & W	Hooper is happy...the sound is big and up-tempo. Drive time begins early in Greenville because of 3 and 4pm textile shift changes. Traffic reports emphasized.
4			
5			
6	JERRY HOWARD	C & W	Drive 'em home Jerry makes you feel good. Good mixture of news, sports and weather plus modern day C&W.
7			
8			To local sunset
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	BEN SEEGER'S SHOW	Stand. Pop.	
6	MONTY DuPUY SHOW	Stand. Pop.	Station's top personality--time, temperature, weather forecasts, interviews with outstanding personalities, and civic leaders. Frequently long distance phone interviews with people around the world. Monte has 16 years broadcasting experience with WFBC. Is a gifted radio & TV performer.
7			
8			
9	STOWE HOYLE SHOW	Stand. Pop.	Strictly housewife appeal type program with general information, features and news. Steve, with 11 years experience does production-type sketches.
10			
11			
N	JEFF FIELDS SHOW	Stand. Pop.	Standard pop music with emphasis on Broadway show and top movie tunes, news, information - tight format.
1			
2			
3	BILLY POWELL SHOW	Stand. Pop.	Standard pop album music with continuous time, temp, weather. Program provides music with minimum of talk beyond essential information. 5 min. news features included. Strong appeal for the drive-home audience
4			
5			
6	WORLD OF WONDERFUL MUSIC	Stand. Pop.	Soft, romantic appeal - relaxing music handled by a personality with original introductions to set the mood. Time, temperature and news included.
7	Herb Scott		
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

OVERALL TYPE Standard - Popular

5 min. news every hour at :30 - every hour on the hour in traffic times. Weather & local news at :15. Sports at :45. Modern day format of C&W. Weekly music sheet published. No "Uncle Zeke" announcers. Smooth, bright format with ample listener contests and quizzes. Station presents Grand Ole Opry stars in personal appearance at Greenville Memorial Auditorium six times yearly.

7:00, 7:55 AM News - 7:30-7:35 AM Weather - 7:55-8AM News Local News at :28 - NBC News on the hour 12:05-12:15 PM World News Roundup; 5:40-5:55 PM Sports; 5:55-6PM News 11:55-12 Midnight News Atlantic Braves baseball; Clemson Tigers football and basketball; WFBC covers all City Council and Chamber of Commerce meetings.



Indep.  
1070 kc  
50,000 w

Greenville, S.C.  
**WHYZ**

CBS Affil.  
1490 kc  
1,000 w day  
250 w night

-189-

Greenville, S. C.  
**WMRB**

Dore & Allen

Gill-Perna

NAB

AM	PROGRAM	TYPE	COMMENTS
5	KICKAPOO KID	R & B	Probably the finest DJ in Greenville area with a fine professional music background. "The Kickapoo" kid is a household word in the Negro part of the Upper South Carolina communities. News at 5 minutes before the hour. Fast paced show, with top General Audience ratings and absolute tops among the Negroes.
6			
7			
8			
9			
10	COFFEE BREAK	R & B	Doug Douglas presides and Pours on this lively segment. Pace and music slowed a bit but still tightly formatted.
11	THE OTHER SIDE	R & B	Feminine appeal, softer music; Negro philosophy intermixed with poetry.
N	LUNCH CALL	R & B	Back to faster pace and general audience appeal. Sonny Woods provides the musical know how.
1			
2			
3	ROAD RUNNER SHOW	R & B	Big Fat Dougie Baby starts off with an authentic "Road Runner" call and never slows down as he diahes from the WHYZ Top Twenty interspersed with other of the newer R&B records until sign off.
4			
5			
6			4 AM to local sunset
7			
8			
9			
10			
11			
M			

OVERALL TYPE Rhythm & Blues

Negro Oriented, but with upgraded type of Negro programming. Not a way out New Breed type of thing, except as the station tries to follow a persiatant course of keeping the Negro public informed - but with a middle or moderate approach. As the only Negro oriented station for over 100 miles in ANY direction - we devote a great deal of time, in small segment, to public service, with as much community involvement as possible.

AM	PROGRAM	TYPE	COMMENTS
5			
6	BILL KRIEGER SHOW	Pop.-Stand.	Krieger came to Greenville Radio 13 years ago. Also a TV sportscaster in the area. Broadcasts Red Raiders (High School) games.
7			
8	OLE COFFEE SIPPER Frank Cope	Pop.-Stand.	Music to accompany that 2nd cup of coffee, and easy-going Frank Cope to go with it.
9	ARTHUR GODFREY	Variety	Godfrey, his guests, regulars, Orchestra. CBS.
10	WONDERFUL WORLD OF MUSIC		
11	EVELYN BROCK SHOW	Talk-Serv.	The only woman's show in Greenville Radio. Women's News, Interviews.
N	NEWS/BIBLE	Relig.	
1	WONDERFUL WORLD OF MUSIC	Pop.-Stand.	
2			
3			
4			
5	OLE LAZY MAN Frank Cope	Pop.-Stand.	Greenville's oldest, continuous personality show. Frank Cope in Greenville radio 19 yrs., organized WMRB and is Pres. & Gen. Mgr. of station.
6	NEWS BLOCK	Talk-News	News, sports, features.
7			
8	WONDERFUL WORLD OF MUSIC	Pop.-Stand.	
9			
10			
11			
M			

OVERALL TYPE Pop.-Standard

News on the hour.  
CBS Dimension on half-hour.  
Weatherscope at :10, :35, :58  
"The Quality Voice of Greenville Radio"  
During baseball season, WMRB broadcasts Chicago White Sox games. On Saturdays in Fall, University of South Carolina football; in Winter, University of South Carolina basketball.

Indep.  
1260 kc  
5,000 w

-190-

Greenville, S.C.  
**WMUU**

Fred W. Smith

RAB

Indep.  
1440 kc  
5,000 w

Greenville, S.C.  
**WQOK**

Stone

RAB

AM	PROGRAM	TYPE	COMMENTS
5	HEAVENLY HARMONIES	Relig.	Recorded sacred music
6	SUNNY SIDE UP	Light Class.	7:45 Dr. Bob Jones-religious program
7	Chuck Lee	Light Class.	Recorded light classical music
8	COFFEE CUP CAPERS	Light Class.	Recorded light classical music
8	20th CENTURY REFORMATION	Relig.	Carl McIntire
9	QUIET TIME	Relig.	Recorded
9	JOURNEY INTO MELODY	Light Class.	Chuck Lee
10	POWERHOUSE	Relig.	Recorded
10	CHAPEL HOUR	Relig.	Bob Jones-Univ.Chapel Message
11	RECIPE FOR GOOD LISTENING	Light Class.	Chuck Lee
N	CHRISTIAN CRUSADE	Talk	Information-Billy Hargis
N	LUNCHEON CRUSADE	Light Class.	Recorded light classical
1	GOSPEL HOUR	Relig.	Oliver Green
1	BIBLE STUDY	Relig.	
2	MUSIC PARADE	Light Class.	Recorded
3			
4	CHILDREN'S HOUR		Recorded
4	EVENSONG	Relig.	Velma Eubanks
5	ECHOES AT EVENING	Light Class.	Recorded
6	SUNSET SERENADE	Light Class.	Recorded
7	FAMILY ALTAR PGM.	Relig.	Lester Roloff
7	SONGS OF FAITH	Relig.	Recorded
8	TREASURY OF CLASSICS	Class.	Recorded
9			
10	CONCERT	Light Class.	Recorded
11	SACRED CONCERT	Relig.	Recorded
M			

AM	PROGRAM	TYPE	COMMENTS
5	KEN DEE SHOW	Pop.-Contemp.	An exciting, appealing show with that "especially for you" touch. The brightest in music, the latest in news, a happy smile and a quip, make listeners gather here.
6			
7	JOHN HUDSON SHOW	Pop.-Contemp.	WQOK Prgm. Dir. John Hudson has proved a favorite of the housewife as well as the man on the go. A little nostalgia added through hits from the past.
8			
9			
10	KEN DEE SHOW	Pop.-Contemp.	A happy smile, good solid music and a quip make the Ken Dee Show the place where most of Greenville gathers in the late morning.
11			
N	NOEL BELUE SHOW	Pop.-Contemp.	Noel is a 12 yr. vet of broadcasting, most of his career spent greeting early risers.
1			
2			
3			
4	TEDDY VEE SHOW	Pop.-Contemp.	A teenage favorite, he also enjoys an adult audience. When Greenville drives home, Teddy is along with complete weather information, news & music. He closes out his show with a solid hour of golden hits from the past.
5			
6			
7			
8	NIGHTBEAT WITH CARL STUBBS	Pop.-Contemp.	Carl's mostly music show features a young adult interest in the top hit sounds, with a well-balanced emphasis on hits of tomorrow and the best of the oldies. Carl is an audience pleasing veteran with demonstrated high listener loyalty for top rated Carl Stubbs Show.
9			
10			
11			
M			

OVERALL TYPE Religious - Classical

OVERALL TYPE Pop.-Contemp.

News every hour on the hour with 15 min. casts at 9, 12, 5, 6 & 10.  
Associated Press, UPI Audio, Local reporters.

News and Weather at :15 and :45. Weather at :00 and :30.  
4:50am Voice of Clemson College (agric.) 6:30am Farm News.  
Sports: Coverage of local sports events and scores of major games in season are inserted throughout regular programs. Furman University football and basketball games and some high school games.  
1-5am: PETE DAWLEY SHOW.  
WQOK is the only 24 hour station in the Piedmont South Carolina area.

# HARRISBURG

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WCMB	6	16. 6-9a	14. 9-4p	16. 4-7p	14. 7-1a		75%	50%	5%	10%
	12	13.	11.50 5-6a	13.	11.50					
	18	12.	10.50	12.	10.50					
	24	11.	9.50	11.	9.50					
	30	10.	8.50	10.	8.50					
WFBC	6	17. 6-9a	16. 9-4p	17. 4-7p	8. 7-----6a		80%	50%		
	12	15.	14.	15.	7.					
	18	13.	12.	13.	6.					
	24	12.	10.	12.	5.					
WHP	6	25. 6-10a	18. 10-3p	21. 3-7p	18. 7-8p	12. 8-6a	80%	50%		Drive
	12	24.	17.	20.	17.	11.				-4.00
	18	23.	16.	19.	16.	10.				Eve -3.00
	24	22.	15.	18.	15.	9.				Night -2.00
WHYL	5	8. All periods					75%	50%	less	less
	10	7.50							\$1	\$1.50
	20	7.								
	30	6.50								
WKBO	6	14. 6:30-10a	10. 10-4p	11. 4-7p	10. 7-1a	10.	80%	50%		
	12	13.	9.	10.	9.	9.				
	18	12.	8.	9.	8.	8.				
	24	11.	7.	8.	7.	7.				
	30	10.	6.	7.	6.	6.				

**For just \*\$45 you can have your own copy**  
**of the 1968 RADIO PROGRAMMING**  
**PROFILE . . . including full-year updating**  
**service. \*(ADDITIONAL COPY PRICE)**

**BF/COMMUNICATION SERVICES, INC.**  
**341 MADISON AVENUE, NEW YORK 10017**  
**PHONE (212) MU 6-2149**

MBS Affil.  
1460 kc  
5,000 w

-192-

Harrisburg, Pa.  
**WCMB**

Indep.  
1400 kc  
1,000w day  
250w night

Harrisburg, Pa.  
**WFEC**

H-R				RAB			
AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5				5	CURT WHITCOMB SHOW (from midnight)	Pop. Contemp.	With his vast experience, this young man is very well known.
6	ED GONZALES SHOW	Pop. Stand.	Same personality for past 11 yrs. Booster Club with over 8,000 members. Sports scores. Weathercast direct from Weather Bureau. Local news: 5:30, 6:30, 6:55, 7:55am. World News: 5:05, 6:00, 7:00, 8:00am. Daily Diary (personal column) 6:45am. Earl Nightingale 7:30am.	6	BOBBY MITHCELL SHOW	Pop. Contemp.	One of the great young professionals in modern radio. Bobby's background includes major market experience in Boston and Washington, D.C. His lively, informative morning show is designed for the entire family.
7				7			
8				8			
9	TOM CRANE SHOW	Pop. Stand.		9			
10			Personality music show incorporates contests, prize awards designed mostly for housewives. Featurette: "Back Fence" allows one "pro" and one "con" phone-in on a topical subject daily. Awards daily. Ten winners weekly. Crane was city's top-rated morning personality prior to joining WCMB.	10	BOB JANIS SHOW	Pop. Contemp.	The operations/program manager of WFEC, Bob has a distinguished record in the east. He applies the smooth touch to his mid-morning show, with comedy, information and fun for everyone.
11				11			
N				N			
1	GEORGE JENNINGS SHOW	Pop. Stand.	Personality music show. Lively approach to pop-std. format. Merchandise prizes for gimmick contests aimed at housewives.	1	BOB BENSON SHOW	Pop. Contemp.	Another top-flite veteran, formerly with a top Washington, D.C. outlet, Bob Benson is a real showman, who makes the afternoon bright with his friendly approach.
2				2			
3	RED McCARTHY SHOW	Pop.	Area's top radio personality. Sold out nine years. Guest stars in person.	3			
4	DAVE HUNTER SHOW	Pop. Stand.	Personality music show employs a number of unusual novelties. Hunter is a professional nightclub act and ventriloquist. Dummy "Archie" does weathercast and is in and out of show frequently. Excellent sports coverage, good editorial features, top local news within this block.	4	TONY MONTGOMERY SHOW	Pop. Contemp.	"TM" in the PM is a must for central Pennsylvania listeners heading home. This top-rated performer has enjoyed tremendous success in Harrisburg, after a long-stint in Baltimore radio. Tony is the area's top-rated radio personality.
5				5			
6				6			
7				7			
8	JIMMY McCARTHY SHOW	Contemp.	Strong on "in-person" promotion, Jimmy appears before live audiences.	8	J. J. MORGAN SHOW	Pop. Contemp.	A lively performer in a top-rated slot, J.J. Morgan is a personable professional with a crisp delivery.
9	BOB FOOR SHOW	Pop. Stand.	Adult oriented music. Former big league ballplayer	9			
10	WAMBACK AFTER DARK	Pop. Stand.	Music for Mom and Dad type of show. From bright show tunes to memory tunes.	10			
11	PARTY LINE Pete Wamback	Talk-Tel. Part.	Former press secretary to Pa. Governor. Hot-line excitement.	11			
M	BOB FOOR SHOW	Pop. Stand.	Adult oriented music (till 2am)	M	CURT WHITCOMB SHOW (till 6am)	Pop. Contemp.	A Legend in Harrisburg radio. Curt is well-known to young and old alike.
OVERALL TYPE				OVERALL TYPE			
Popular-standard				Popular and Contemporary			

WFEC - the only 24 hour station in Harrisburg.

CBS Affil.  
580 kc  
5,000 w

Harrisburg, Pa.

**WHP**

Indep.  
960 kc  
5,000 w

-193-

Harrisburg, Pa.

**WHYL**

Katz NAB RAB

Pro Time Sales

NAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM SHOW John Hoffman	Talk-Serv.	Livestock news, weather, features - USDA Penn.
6	SUNRISE SERENADE Ron Drake	Stand. Pop.	Ron makes frequent use of "Professor Schnitzel," Penn. Dutch character, and recorded one-liners. "Bird-watchers Club" began through Ron's references to "Scarlet Teenager" and other mythical birds. Membership over 5,000.
9	ARTHUR GODFREY	Variety	Godfrey, orchestra, regular guests.
10	RON DRAKE SHOW	Talk-Int. Disc.	Man-on-the-street interviews. Topical, provocative issues. Time-weather.
11	CONFERENCE CALL Jim Forney	Talk-Tel. Part.	Callers voice opinions, discuss topics in the news or of general interest.
N	NOON EDITION	Talk-News	
1	COMMENT PART I Brod Seymour	Talk-Int. Disc. Tel. Part.	Host engages guest in 15min conversation, leaving questions unanswered. Then listeners call to question the guest and lively give and take evolves.
2	COMMENT PART II Brod Seymour		
3	TEMPO Jim O'Leary	Stand. Pop.	Music and chatter with Jim O'Leary as host. Music is played, not "featured". Up-tempo pace - but far from hectic. Current area activities.
5	EVENING NEWS EDITION Jim Stowe John Price Jim O'Leary	Talk-News	Jim Stowe is anchor-man. CBS News is featured. Local news, sports, stocks, etc. are covered.
	WORLD TOMORROW	Talk	Ted Armstrong-syndicated
8	NEWS-LIFELINE	Talk	CBS News, Dimension.
9	NIGHTWATCH	Stand. Pop.	A variety of good music for night owls with adult tastes. First part balanced music with moderate beat. 1/2 hr. pre-1945 tunes. John Price hosts. Appropriately called "Memory Lane"
11	WHP RADIO REPORT	News	News, sports, weather, etc.
M	NIGHTWATCH	Stand. Pop.	Pace slows down, lush orchestral stylings highlight strings for mood music. In tempo for quiet evening.
OVERALL TYPE		Standard-Pop.	

CBS News on the Hour - 10 mins.  
CBS Dimension - 5 mins. before the hour.

AM	PROGRAM	TYPE	COMMENTS
5			
6	SUNDIAL WAKEUP George Jennings Phil Potter	Pop. Stand.	6:30 Farm News 7:35 Weather
8	MUSIC ALA WHYL Bill Raihall	Pop. Stand.	8:10 Robert St. John 8:15 Weather 8:30 Sports Review 9:00 Back to the Bible 9:30 You're on the Air (Aud.Tel.Part.) 11:30 Behind the Headlines
N	NEWS & SERVICE BLOCK	Talk News	World Report, Editorial, Sports, Local News, Helping Hand (Job Opp.) Farm Report.
1	MUSIC ALA WHYL Ed Maddon	Pop. Stand.	
3			
4	MUSIC ALA WHYL Joe Termin	Pop. Stand.	
5			
6			
7			Sunrise to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-standard	

News on the hour.



NBC Affil.  
1230 kc  
1,000 w day  
250 w night

-194-

Harrisburg, Pa.  
**WKBO**

Indep.  
910 kc  
5,000w day  
1,000w night

York, Pa.  
**WSBA**

Meeker Steinman Owned NAB RAB Robert Eastman Susquehanna Bdcstg. NAB RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5				5	GIL DAVID SHOW	Pop.	from lam.
6	GARY BROOKS	Pop. Stand.	Music and NBC News and KBO Local News, Traffic reports and bright sounding Mr. Brooks the leader of "Gary's Gang", free albums each day and the use of Gary's voice tract, which sounds like he's working with 100 other people. Sports (2 min) each hour at :45	6	ON THE FARM	Serv.	Central Penn.'s oldest & most respected farm service program. WSBAland farm families get comprehensive news coverage of local, state & national farm happenings, including weather, markets, & guests such as the County Agent. As manager of Sinking Springs Farms - one of the largest in the area - Herman is a 25 yr. vet of WSBA's farm hr. A member of NAFB, the Pa. Artificial Breeders Assoc., A Dir. of the Holstein Breeders Assoc., a former member of the Pa. State Legislature.
7				7	AL WOLFE SHOW	Pop.	
8				8			
9	VOICE OF THE PEOPLE	Talk	Hosted by News Director Dick Day. Harrisburg's first talk show.	9	LEN WOLOSOSON SHOW	Pop.	
10	CHARLIE ADAMS	Pop. Stand.	Music and Money and the Movies (movie passes give-away each day) KBO Cash Calls	10			WSBA has dominated Central Penn. for 10 consecutive years (5 County Pulses-1958 thru 1967). Staff of 40 professionals create a balanced listening fare of service, news, information & entertainment.
11				11	LARRY HALL SHOW	Pop.	
N				N			
1				1			
2	DOUG MCKAY	Pop. Stand.	Music and each day Doug plays the "son of triva" game with prizes from albums to Passes to the Hershey sports arena. Also KBO cash calls thruout the afternoon. Traffic reports during drive. Stock Market Report at 6:05 P.M.	2			News & Information-8 newsmen provide: traffic info.; road conditions; emergency features such as Operation Contact, Operation Snowflake; weather services include private TRC feeds daily, plus U.S. Weather Bureau; UPI Audio; Station editorializes frequently; Flash-back.
3				3	DAN DONAVAN SHOW	Pop. Contemp.	
4				4			
5				5			
6				6	DON STEELE SHOW	Pop. Contemp.	Public Service-Meaningful projects include charity drives; Look Up to Learning; safety campaigns; etc. WSBA's numerous awards attest to importance station attaches to public service.
7	TOBY YOUNG	Pop. Stand.	Music and interesting items from Harrisburg's own Toby Young.	7			
8				8			
9	BRYSON LEIDICH	Pop. Stand.	The evening affair with Bryson Leidich. Music till 1 A.M.	9			
10				10	PETER PORTER SHOW	Pop. Contemp.	Entertainment-Professional air personalities play bright, carefully selected music, plus Cash Call, seasonal contests, audience participations, etc.
11				11			
M				M			
OVERALL TYPE Pop.-Standard				OVERALL TYPE Pop.-contemp.			

NBC News on the hour. NBC Emphasis at night on the half-hour. KBO Local news on the Half(Local News at night at :15 for 3 minutes)  
Sports at :45 each hour. Phillies baseball, Eagles Football and Penn-State Football. High school Basketball. Bulletin Boards each hour at :20.  
NBC Monitor throughout the week-end.

1 15-min. newscast 7:30-7:45am, Monday-Saturday. MORNING REPORT. 26 5-min. newscasts at :55, and at 8:25am & 12:25pm. 21 2-min. Headline capsules at :28.  
Balanced popular music, Pick Hit, Million Sellers, memory tunes, album selections. Music is varied from day-part to various audience segments.

# HARTFORD

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WDRG	6	48. 6-10a	43. 10-3p	48. 3-7p	33. 7-10p	25. 10-6a	80%	67%		5%
	12	45.	40.	45.	30.	22.				
	18	43.	38.	43.	28.	19.				
	24		36.		25.	15.				
	30		34.		22.	13.				
WEXT *	52	11.40 All periods					9.50			
	156	10.80					9.			
	260	10.20					8.50			
	312	9.60					8.			
WPOP	6	34. 6-10a	28. 10-3p	34. 3-7p	25. 7-10p		80%	50%	4%	8%
	12	30.	27.	30.	24.					
	18	29.	26.	29.	23.					
	24	28.	25.	28.	22.					
	30	27.	24.	27.	21.					
	36	26.	23.	26.	20.					
WRCH	6	38. 6-11a	32. 11-3p	38. 3-7p	32. 7-10p		See Card		4%	8%
	12	36.	30.	36.	30.					
	18	34.	28.	34.	28.					
	24	32.	26.	32.	26.					
	30	30.	24.	30.	24.					
	36	28.	22.	28.	22.					
WRYM	5	10. All periods					80%	50%	10%	15%
	10	9.75								
	20	9.25								
	30	9.								
	40	8.75								
	50	8.50								
WTIC	12	78. 6-10a	71. 10-3p	78. 3-7p	36. 11-11:35p	19. 11:35-5a	See Card		See Card	
	15	74.	68.	74.	34. 5-6a	18.				
	20	70.	64.	70.	32.	17.				
	30	66.	60.	66.	30.	16.				

Indep.  
1360 kc  
5,000 w

-196-

Hartford, Conn.  
**WDRG**

MBS Affil.  
1550 kc  
1,000 w

Hartford, Conn.  
**WEXT**

Metro Radio Sales A Buckley Sta.

Alan Torbet Assocs.

AM	PROGRAM	TYPE	COMMENTS
5	SANDY BEACH'S "BEACH PARTY"	Pop. Contemp	Sandy's humor ventures out quite far, much to the amusement of his morning "Beach-Goers". Sandy is one of the most refreshing things that has happened to Hartford Radio in years. When his show is on, the volume is up, for his fun quips are strictly foreground listening.
6			
7			
8			
9			
10	JOHN ROADY SHOW	Pop. Contemp	Coffee breaks are getting longer in Hartford, and WDRG's John Roady is the reason. Women are absolutely fascinated with Big "D"s big-voiced mid-day personality. Besides Roady's quick wit and warm style, he entrances the ladies with his vivid descriptions of the places and people he has seen in his gypsy-like travels.
11			
N			
1			
2			
3	KEN GRIFFIN SHOW	Pop. Contemp	One of Connecticut's most popular DJ's is Ken Griffin. Ken has been in broadcasting since he was 14 yrs. old. The reason for his popularity is because he enjoys his work and works at being an entertainer. Ken's enthusiasm is reflected in his showmanship. He has developed a close rapport with his audience, taking their problems seriously. This has gained him their respect.
4			
5			
6			
7			
8	DICK ROBINSON SHOW	Pop. Contemp	One of Hartford's favorite teenage listening habits is Dick Robinson. Coupled with the top hits and his "Go-Go" personality, the show really swings, and once it starts rocking, nothing stops it. He really gets around too! Dick is involved with the community and is always making appearances, as well as speaking to high school groups and other organizations.
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	COUNTRY MUSIC Jay Norman	Adults Mixed	
8			
9			
10	COUNTRY MUSIC Hal Gardner	Adults Mixed	
11			
N			
1	COUNTRY MUSIC Tex Pavel	Adults Mixed	
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			

OVERALL TYPE Popular-Contemporary

OVERALL TYPE Country & Western

5 min. of News on the Hour, with emphasis on local and regional news, plus 5 min. on the half-hour during morning drivetime. Each newscast contains at least one "Actuality", a first person report of a story. 6 Man News Department, 30 stringers and Mobile Units. WDRG is Connecticut's oldest station, yet known as your "Fun Station" to hundreds of thousands in Central Conn. and Western Mass. WDRG's superb air personalities involve listeners with games, contests, and promotions--both by mail and phone--along with entertaining them. Emphasis--young adults throughout.

Mutual news on the half-hour.  
Local news on the hour.  
Modern Country and Western.

Indep.  
1410 kc  
5,000 w

Hartford, Conn.  
**WPOP**

ABC Affil.  
910 kc  
5,000 w

-197-

Hartford, Conn.  
**WRCH**

Blair NAB RAB

McGavren-Guild-PGW NAB

AM	PROGRAM	TYPE	COMMENTS
5	GARY GIRARD SHOW	Standard	News :55;weather :15 & :45
6	BILL WINTERS SHOW	Standard	News at :24 and :54. Weather, hourly in the news plus at :15 and :45. A 12 yr. vet of radio and TV. was active at WLCY, Tampa, WDAM in Miami, and WKYC, Cleveland prior to joining WPOP. Bill hosts the "Housewife Hit Parade" during his show.
9	WILLIAM BLAND JR SHOW	Standard	News at :24 and :54. Weather, hourly in the news plus at :15 and :45 "Ask Any Questions" a special feature of the show. Born in Anchorage, Alaska, attended UCLA, former combat correspondent with USMC, joined WPOP 1966.
N	LARRY BLACK SHOW	Standard	News at :24 and :54 Weather, hourly in the news plus at :15 and :45
3	DAN CLAYTON SHOW	Standard	News at :24 and :54 Weather, hourly in the news plus at :15 and :45 Dan includes character voices in his popular show. Gained 1967 title of "Fastest Gun in the West" in fast draw competition.
6	STEVE O'BRIEN SHOW	Standard	News at :24 and :54 Weather, hourly in the news plus at :15 and :45
9	DICK HEATHERTON SHOW	Standard	News at :24 and :54 Weather hourly and at :15 and :45

AM	PROGRAM	TYPE	COMMENTS
5	REVEILLE	Stand. Pop. Album	<p>Programming does not vary from hour to hour or from day to day. There is of course some variation with regard to time of day but this is negligible.</p> <p>The morning drive program is brighter than those later in the day and information and service is accented more heavily. This is done within the framework of a strict regimented format of good music.</p> <p>This station has no "air personalities". Programming at WRCH is music. It is our only product, and our main appeal. This is not to say that WRCH lacks personality or is colorless or simply a "background music" station.</p> <p>Blended with "good music" is a constant flow of creative promotional activity both on and off the air.</p> <p>WRCH has been on the air for nearly two years. Today it is Hartford's most talked about radio station. Overall, programming is a tasteful blend of creativity and uncompromising quality.</p> <p>ABC News at :55 Headlines at :30</p> <p>Special features like Businessman of the Day, Citizen of the Week, Etc.</p>
9	RHAPSODY	Stand. Pop. Album	
N	MATINEE	Stand. Pop. Album	
4	HIGHLIGHTS OF HARTFORD	Stand. Pop.	
7	NETWORK NEWS & COMMENTARY	Talk-News	
8	GASLIGHT	Stand. Pop.	

OVERALL TYPE Standard

OVERALL TYPE Standard-Popular-Album

Gary Girard Show from 1am to 5:30am.



ABC Affil.  
840 kc  
1,000 w

-198-

New Britain, Conn.  
(Hartford)

**WRYM**

NBC Affil.  
1080 kc  
50,000 w

Hartford, Conn.  
**WTIC**

Vic Piano

Henry I. Christal

NAB

AM	PROGRAM	TYPE	COMMENTS	
5	SOUND OF MUSIC	Album	WRYM's beautiful music from selected albums is complemented by the effervescent personality of Phil Hale, who presents music from Broadway and Hollywood, favorite vocalists, impressive choral arrangements, plus time, weather, sports, road and traffic conditions, special events, business reports and employment opportunities.	
6	Phil Hale			
7				
8				
9				
10	BREAKFAST CLUB	Variety		From ABC Network
11	CAROUSEL	Album		Les Ross - beautiful music
N	BINNEY MONTTOOTH SHOW	Int.-Disc.		Swap Shop Interviews Music
1	MUSIC BOX	Album		Continuous beautiful music
2	Les Ross			
3	SERENADE	Album	Continuous beautiful music	
	Phil Hamel			
4	LIMELIGHT	Album	Continuous beautiful music	
5	Phil Hamel			
6				
7			Sunrise to local sunset	
8				
9				
10				
11				
M				

OVERALL TYPE

Album

News on the hour and half-hour  
Stock Market at 5:35.  
Sports at 5:40  
WRYM's concept is to program commercials in a "cluster", each quarter hour. The sponsor's message will be "show-cased" to highlight each announcement.

AM	PROGRAM	TYPE	COMMENTS
5	THE FRANK ATWOOD SHOW	Stand. Pop.	Agricultural items - news, weather. Light stand-pop. Live & recorded interviews.
6	BOB STEELE SHOW	Stand. Pop.	Southern New England's most popular morning man - light standard - novelty music, news, weather, sports, time signals.
7			
8			
9			
10	THEATRE OF MELODY	Show & Movie	Knowledgeable comments stem from his varied musical background.
	Robert E. Smith		
11	JEAN COLBERT SHOW	Int. Disc.	Int. with personalities of fashion, art, show world.
	LET'S SING	Stand.	Features vocal groups.
N	NEWS	Talk	News & Weather
	MEET ME AT THE PLAZA	Stand. Pop.	Emphasis swing era music. Outdoor man-on-street ints.
1	NEWS	Talk	News & Weather
	MIKELINE	Talk-Tel. Part.	Exchange of info. between listeners, via tel. Subjects from landscaping to historical. 1600 call in 45mins.
2	4 rotating staff announcers		
3	THE 'TIC AFTERNOON EDITION	Pop. Stand.	Music, news, weather, sports, community events.
4			
5			
6			6-6:35pm, News, Market Report, weather, sports.
7	AMERICANA	Talk-Int. Disc.	Interviews-people with interesting vocations & avocations
	Dick Bertel		
	NEWS	Talk	News, sports, commentary
8	POP CONCERT	Pop. Class.	Show music and light classics are featured.
9	NIGHTBEAT	Stand. Pop.	Music and special recorded features.
10			
11	NEWS	Talk	Business news, weather, sport
M	THE OTHER SIDE OF THE DAY	Album	Music, news, sports, and weather. Till 5am.
	Art Johnson		

OVERALL TYPE

Standard-popular and talk

NBC Emphasis. NBC News & local news on the hour and half-hour. 7:25-7:30pm David Brinkley Report. 4:50-4:55pm Sportstalk. 11:25-11:35pm Sports Final. 6:15-6:20pm Market Report. 7:05-7:15pm New England Ski Report (Thursday). 7:45-7:50am Joe Garagiola Sports. 7:55-8pm Emphasis. 6:25-6:35pm Strictly Sports. 11:15-11:20pm Business and Financial Report. 10:30-1pm Saturday Showcase. 9:55-1pm Sunday Showcase.



# HONOLULU

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign...quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
KAHU	10	6.25	All periods				4.75								
	20	5.75					4.25								
	30	5.25					3.75								
	40	4.75					3.25								
	50	4.25					2.75								
KAIM	7	8.	All periods				75%	50%							
	14	7.50	90% of this (A only)												
	28	7.													
	42	6.50													
	56	6.													
KCOH	6	13.50	6-10a	6.75	10-3:30p	10.25	3:30-6:30-12m	3.35	6:30-12m	2.85	12-6a	70%	50%	8%	12%
	12	13.		6.50		9.50		3.25		2.75					
	18	12.		6.		9.		3.		2.55					
	24	11.		5.75		8.25		2.85		2.40					
	30	10.		5.50		7.50		2.70		2.30					
KQMB	3	36.75	5:30-10a	12.50	10-3p	15.	3-8p	5:30-10	50%	See Card					
	6	31.50		11.		13.50		-\$10 other -\$3.50							
KGU	3	12.	5-9a	7.50	9-----6p	7.50	4.50	6-12m	60%		4%		8%		
	6	11.50		7.		7.	4.								
	12	10.50		6.		6.	3.50								
KHVH	6	12.50		7.		12.50	4.		80%	50%	5%		10%		
	12	10.50		6.50		10.50	3.50	4.							
	18	9.50		6.		9.50	3.	3.50							
	24	8.50		5.50		8.50	2.75	3.							
KIKI *	13	8.90		624	2.80				85-						
	26	7.80		936	2.60				90%						
	52	6.80		1248	2.50										
	104	5.80													
	156	4.80													
	208	3.80													
	260	3.40													
312	3.00														
KKUA	6	20.	6-9a	17.	9-3p	20.	3-6p	13.	6-----6a	80%	50%				
	12	18.		15.		18.		11.							
	18	16.		13.		16.		10.							
	24	14.		11.		14.		9.							
	30	12.		10.		12.		8.50							
KORL	6	9.	6-9a	7.	9-3p	9.	3-6p	5.	6-----6a	80%	50%	4%	8%		
	12	8.50		6.50		8.50		4.50			(15 sec)				
	18	8.		6.		8.		4.							
	24	7.50		5.50		7.50		3.50							
	30	7.		5.		7.		3.25							
	36	6.50		4.		6.50		3.							
KPOI	5	24.	6-9a	17.	9-3:30p	24.	3:30-6:30p	17.	6:30-10p	11.	10-6a	75%	50%	5%	10%
	10	23.		16.		23.		16.		10.					
	20	22.		15.		22.		15.		9.					
KUMU	12	10.	6-9a	6.50	9-3p	10.	3-6p	on request	on request	80%	60%	10%	15%		
	24	9.50		6.00		9.50									
	36	9.25		5.75		9.25									
	48	9.00		5.50		9.00									

Indep.  
940 kc  
10,000 w

-200- Waipahu (Honolulu) Hawaii

# KAHU

Bernard Howard

NAB

Indep.  
870 kc  
5,000 w

Honolulu, Hawaii

# KAIM

Direct

NAB

AM	PROGRAM	TYPE	COMMENTS
5	MOSES CLAVERIA SHOW	C & W	(from 4:30 am)
6	RISE AND SHINE SHOW	C & W	
7			
8			
9			
10	KAHU KOUNTRY KORRAL	C & W	
11			
N			
1			
2	TOWN & COUNTRY TIME	C & W	
3			
4			
5			
6	WESTERN SUNSET SHOW	C & W	
7			
8	GRAND OLE OPRY	C & W	
9	WESTERN SUNSET SHOW	C & W	
10			
11	WESTERN STAR TIME	C & W	to 4:30 AM
M			
OVERALL TYPE		Country & Western	

AM	PROGRAM	TYPE	COMMENTS
5	FILIPINO HOUR	Ethnic	Mostly talk, some music. Show is usually sold out.
	Tony Cocatian		
6	MORNING FESTIVAL	Semi-Class.	Bright sparkling music - pops & pop concert. Increasingly popular with the younger set. Large audience
7	Dean Clark		
8			
9			
10	COFFEE CONCERT	Album Semi-Class.	Mostly music...some women talk. From album to pops.
	Audrey Miretti		
11	LUNCHEON CONCERT	Semi-Class.	Semi-classical - pops concert - good audience.
N			
1	CONCERT MATINEE	Class.	More familiar light classics & concertos & symphonies.
2			
3	HIGHWAY CAVALCADE	Semi-Class.	Bright, sparkling, light, familiar music. Popular music - popular show.
4			
5	NEWS IN DEPTH	Talk	Complete news roundup-UPI
	INTERLUDE IN IVORY	Class.	Piano & organ music.
6	DINNER CONCERT	Semi-Class.	Mixture of light classical & pop concert.
7	VARIETY HOUR	Semi-Class.	Mixture of light classical & pop concert.
	PRELUDE TO EVENING	Semi.Class	Light classic to classic.
8	CONCERT CLASSICS	Class.	Classics and chamber music.
9			
10	MUSIC FOR THE QUIET HOURS	Class.	News - 15 min. at 10
11			
M			
OVERALL TYPE		Classical	

5 mins. news on the hour. Stories of local and regional importance to the people of the State of Hawaii are emphasized. Radio KAHU is the only Hawaiian Station which concentrates on the big audience attracted by Country and Western music. Selections of top quality by leading artists, are presented in a distinctive format.

News at :55 - bulletins as needed, till 5:30pm. 15 min. of news at 5:30pm and 10pm. 10 min. news 12-12:10pm. Stock Reports 7:05, 12:10, 5:10pm. KAIM is billed as "The Good Music Station for all Hawaii". Emphasis is on good music and the classics. Play down of personalities. The only all classic radio available - very popular.

Indep.  
1420 kc  
5,000 w

Honolulu, Hawaii

**KCCN**

J.A. Lucas

NAB

Indep.  
590 kc  
5,000 w

-201-

Honolulu, Hawaii

**KGMB**

Edward Petry

NAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5				5	A.B. SMYTH	Pop.	Bright KGMB sound-from Mid.
6	LUCKY LUCK	Hawaiian	Although reared in Waco, Texas, Robert Melvin "Lucky" is as Hawaiian as poi, pineapple and pipikaula to his thousands of island listeners. He is Hawaii's clown prince of dialects and Hawaiian sayings. His parents ran a large carnival and he traveled the country with them which explains much of his universal humor. He has appeared in movies & on TV.	6	J. AKUHEAD PIPULE	Pop.	Aku (Hal Lewis) is a legend in Hawaii. He is irresistible and habit forming. His format just as off-beat as he is, piques, provokes, rouses and entertains. Show includes "up" music which Aku selects -- news every half-hr. with personal asides and commentary, phone calls to celebrities, wit, pace, heart without sentiment... commercials listeners like.
7				7			
8				8			
9				9			
10	BIG JOE	Hawaiian	Cecil "Big Joe" Seavey is from Colorado, but knows Hawaiian music like a native islander. "Nui nui" (big) in his selection of island music to keep housewives in particular happy.	10	POGO POGE	Pop.	Pogo is best known for his world records, in snake pits, on ferris wheels - and his lively every-day radio show.. music, "Free For All" games, prizes and fun.
11				11			
N				N			
1	DOUG "MOKI" MOSSMAN	Hawaiian	"Moki" dispensea island music with a happy modern beat and conversation that is not only witty but as proper as a Harvard law professor. This, from a young man born and reared right here in Kalihi.	1	KIM CHEE	Pop.	"Kim Chee" is a favorite local delicacy and the name also fits KGMB's KIM CHEE. Fast-paced show with music, "Free For All", upbeat comedy
2				2			
3				3	GRANNY GOOSE	Pop.	Granny is a bright, enthusiastic young Hawaiian - who through his many-hued heritage (French, Portugese, Japanese, Hawaiian, etc.) reflects the composite that is Hawaii. His performing talents are refreshing. More of Hawaii's favorite music.
4	LUCKY LUCK	Hawaiian	Lucky's love of Hawaii's people and his knowledge of our music, both old and new has carved for him an indelible place in the Entertainment History of Hawaii.	4			
5				5			
6				6			
7				7			
8				8	GEORGE KENNEDY	Pop.	George adds his warm, engaging personality to the night KGMB music. George's "Kennedy's Kwazy Kuestions" have taken the State by storm. Audience phone participation makes 8 to Midnight an active part of the KGMB broadcast day.
9				9			
10				10			
11				11			
M				M	AGAPITO BENNINGTON SMYTH (to 5:30am)	Pop.	The newest bright personality that keeps KGMB lively through the "wee" hours.
<b>OVERALL TYPE</b> Hawaiian.				<b>OVERALL TYPE</b> Popular			

All Hawaiian...all the time, 24 hrs. daily. Hawaiian music by all artists from Sammy Kaye's Hawaiian music to Dixie-land-Hawaiian by Bobby Hackett. Heavy emphasis on strong air personalities. Kent Bowman with voice character "Senator K.K. Ka'umanua" featured throughout the day in vignettes, 30 to 90 seconds in length. Special events broadcast if they are Hawaiiana, such as Aloha Week Parade News emphasis is 70% local-30% national and international with 5 min. news each half-hour during traffic hours and once per hour, on the hour otherwise. 3-man news staff.

A light, bright, lively sound 24 hours a day, adroitly held together by the flavor and force of the Coconut Wireless News Service.

NBC Affil.  
760 kc  
10,000 w

-202-

Honolulu, Hawaii

**KGU**

CBS Affil.  
ABC Affil.  
1040 kc  
5,000 w

Honolulu, Hawaii

**KHVV**

Avco Radio & Television Sales

John C. Butler & Co., Inc.

NAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	SAM SANFORD SHOW	Stand. Pop.	Sam comments on current community issues, ad lib humor. News every half hour. Contests.	5	PROSE MARTINEZ	Ethnic	Philippine Language/ Music
6				INFORMATION CENTRAL/AIRWATCH Morning Edition	Talk-News	This is a 3½ hour "wheel" of local, regional, national news. In Honolulu, the time lag between Hawaii and the mainland makes the morning newspaper feature last night's news. KHVV tells its listeners what happened "this morning".	
7							
8							
9	WES AWANA SHOW	Ethnic	Modern Hawaiian Music				
10	RON COOPER SHOW	Stand. Pop.	News every hour and half hour.	10	DICK COOK HOURS	Ethnic	Modern Hawaiian Music
11				INFORMATION CENTRAL Noon Edition	Talk-News	Up to the minute news (local, national & international) plus latest sports and stocks	
N							
1							NA LEI O'HAWAII
2	ED BURNS & MOKI the MENEHUNE	Stand. Pop.	Special one min. features; ad lib humor, news every hour and half-hour. Contests.	2	Ed Michelman	Ethnic	Modern Hawaiian Music
3							
4							
5				INFORMATION CENTRAL/AIRWATCH Afternoon Edition			
6	NEWS IN DEPTH	Talk-News	Joe Rose with NBC, UPI, Hukilau network, KGU staff.	6	Arthur Godfrey	Variety	
7	TRACEY TRACE SHOW	Stand. Pop.	News every hour and half hour. Contests.	7	SOUNDS OF THE PACIFIC	Ethnic	Hawaiian Music. No host.
8							
9							
10				WAIKIKI AFTER DARK	Ethnic	Live remotes from leading Waikiki nightspots.	
11							
M	SAM FISK'S UPSLEEPABLES	Talk-Tel.Part	Sam, walking encyclopedia, answers listeners questions.	M	SOUNDS OF THE PACIFIC	Ethnic	Hawaiian Music. No host.
OVERALL TYPE				Standard-Popular			
OVERALL TYPE				Ethnic - Hawaiian Music			

NBC Emphasis. Special events - surfing championships, outrigger canoe races, International Billfish Tourney, Trans-Pacific Yacht Race. CCA franchise held by KGU. KGU station image for 45 yrs. has been predominantly adult radio with emphasis on news and sports such as San Francisco Giants, 49'ers football and UCLA football by shortwave. Also local football, basketball, baseball from schools and armed forces. NBC Sports.

KHVV Airwatch Helicopter fries during both the Morning and Afternoon Editions of Information Central. CBS World News Roundup with Dallas Townsend and the Richard C. Hottelet Central, at 5:45am, 7:15am and 8:50am. The CBS World Tonight Report is scheduled within the Afternoon Edition of Information Central at 4:45pm and 5:45pm. News - The Island's biggest and best news staff. ABC & CBS News actualities augment local and regional coverage.

Indep.  
830 kc  
10,000 w

Honolulu, Hawaii

**KIKI**

-203-

Honolulu, Hawaii

**KKUA**

Jack Masla

H-R Reps

AM	PROGRAM	TYPE	COMMENTS
5			
	20th CENTURY REFORMATION	Talk	Reverend McIntrye discussion
6	SOUNDS OF MUSIC	Variety	Curly Huebener - MOR music - news - weather
7			
8	L.A. DODGER BASEBALL	Sports	Direct broadcast Grapefruit league. Full live direct broadcast sports calendar year round. UCLA basketball, L.A. Dodger baseball, NFL football and USC Trojans football.
9			
10			
11	SOUNDS OF MUSIC	Variety	Curly Huebener - MOR music - news - weather
N			
1	WELCOME TO WAIKIKI	Talk-Int.Disc	Taped broadcast, humor and talk with guest. MC Marion Sexton.
2	MUSIC FOR LISTENING	Variety	Marion Sexton - MOR music - news - weather.
3			
4			
5	KIKI MILLION DOLLAR MATINEE	Variety	Complete b'way musicals & star variety show featuring Jerry Walker MC.
6	EASY LISTENING TIME	Variety	MOR music - news - weather
7			
8			
9			
10			
11			
M			Sign-off
OVERALL TYPE		Variety	

AM	PROGRAM	TYPE	COMMENTS
5	ALL NIGHT SHOW Larry Evans	Contemp.	(from midnight)
6	JIM SCOTT	Contemp.	Top forty format with middle-of-the-road type delivery.
7			
8			
9			
10	RONNIE KING	Contemp.	Top forty format
11			
N			
1			
2	RICK TROY	Contemp.	Top forty for all age groups.
3			
4	LOU WATERS	Contemp.	Top forty for all age groups.
5			
6			
7	MARK O'HARE	Contemp.	Top forty.
8			
9			
10			
11			
M	ALL NIGHT SHOW Larry Evans (to 6 am)	Contemp.	Programmed for all-night listeners.
OVERALL TYPE		Contemporary	

AP News and weather every half hour.  
Extensive public service.

News every half hour 24 hours. Weather incorporated in the news as is sports.  
Surf reports twice hourly.  
Top forty programming with continuous contests.  
Audience participation in evening hours.



Indep.  
650 kc  
10,000 w

-204-

Honolulu, Hawaii

**KORL**

Indep.  
1380 kc  
5,000 w

Honolulu, Hawaii

**KPOI**

Savalli/Gates

McGavren-Guild-PGW

Colgreene Stations

AM	PROGRAM	TYPE	COMMENTS
5	FILIPINO REPORTER	News	
6	MORNING CROSSROADS	Stand. Pop.	Station uses the cluster format.
7			No commercials are ever run back to back, there is always a separator between them.
8			
9			Music has a modern beat. No heavy music. Two instrumentals to a vocal.
10	SOUNDS OF AWAKEA	Stand. Pop.	Always a different voice on the news.
11			Actualities in the news is a big feature. Full time news director on the go all the time.
N			
1			Weather and temperature and surf conditions broadcast for all islands as station covers the entire state.
2	MUSIC IN MOTION	Stand. Pop.	
3			
4			
5			
6	CANDLELIGHT AND SURF	Stand. Pop.	
7			
8	EVENING IN THE PACIFIC	Stand. Pop.	
9			
10			
11			
M	CORAL NIGHTS	Stand. Pop.	

OVERALL TYPE Standard-popular

News every hour on the hour with headlines on the half-hour 24 hours a day. Full time News Dept. is employed. Community Calendar once an hour.

AM	PROGRAM	TYPE	COMMENTS
5	DAVE NELSON SHOW (from midnight)	Pop. Stand.	Dave has a subtle humor that is needed to keep nite owls rolling with laughter.
6	TOM MOFFATT SHOW	Pop. Stand.	An island legend has it that "Uncle Tom" broke into radio alongside Marconi. A longtime favorite even if that is a bit exaggerated. Tom is the only DJ in the world to be named DJ of the year twice by 16 Magazine.
7			
8			
9	JIM PETERS SHOW	Pop. Stand.	Jim is the newest of the Poi-boys and is rapidly becoming the most popular. He keeps the mid-morning pace moving with his outstanding selection of music
10			
11			
N			
1	BOB LOWRIE SHOW	Pop. Stand.	Known to all as "The Bearded Bard", Bob is to Hawaii radio what Commander Whitehead is to quinine water. His sly wit is tempered with a sincerity which Islanders know and respect.
2			
3	STEVE NICOLET SHOW	Pop. Stand.	Steve's first love is his listeners, and he's got a lot of them. He always comes up with something for everyone. Steve walks away with the honor of "Handsomest Poi Boy" and the girls don't let him forget.
4			
5			
6	L.A. SHOW	Pop. Stand.	L.A. is the most controversial Poi-boy and keeps many a listener hanging on the edge of their chairs waiting to hear what he'll say next.
7			
8			
9	GENE DAVIS SHOW	Pop. Stand.	Gene is second in line for the Handsomest Poi-boy award. However, he does hold the "youngest" Poi-boy honors. Gene finishes the day for thousands of Islanders every day.
10			
11			
M	DAVE NELSON (till 6am)	Pop. Stand.	

OVERALL TYPE Popular-standard

K-POI dedicates 25% of its program time to news. News on the hour and half-hour.

Winner of AP Award for Local News Coverage Excellence.

Indep.  
1500 ko  
5,000 w

-205-

Honolulu, Hawaii

# KUMU

Alan Torbet Assocs.

John Hutton Corp.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC TILL DAWN Mark En	Album Stand.	A stairway to the stars from midnight.
6	MORNING SERENADE	Album Stand.	Bright, vibrant, fast moving show with time, weather, stock reports.
7	Gil Bahr		
8			
9	ALLEGRO	Album Stand.	Great orchestration of standards, featuring Kostelanetz, Faith, David Rose, Boston Pops, etc.
10	Colin Sharp		
11			
N	MATINEE	Album Stand.	Exciting lush string arrangements of standards with selected vocals.
1	Oran Spotts		
2			
3	COMMUTERS CAROUSEL	Album Stand.	Great popular music with a happy beat. Traffic and weather reports.
4	John Lane		
5			
6	MUSIC A LA CARTE	Album Stand.	Smooth, relaxing selections for early evening.
7	John Lane & Carl Tavares		
8			
9	NOCTURNE	Album Stand.	Music from standards to Broadway and Holly- wood. Lush instrumentals, selected vocals.
10	Carl Tavares		
11			10-12mid. - Quiet hours, featuring soft, soothing sounds.
M	MUSIC TILL DAWN Mark En (till 6am)	Album Stand.	A stairway to the stars via smooth beautiful music.
OVERALL TYPE		Album - Standard	

KUMU features the world's most familiar, best loved melodies of all time, including standards plus newer tunes which will establish themselves as standards. Uninterrupted music with clusters of commercials on the quarter hour. The only beautiful music station in Hawaii. Music is programmed with an underlying theme or to set a particular mood. Tongue in cheek humor is provided by "Exotic" commercials.  
News at :55      Headlines at :27 past the hour

**GOT AN IDEA FOR US**

**THAT CAN MAKE**

**PLANNING AND BUYING**

**EASIER FOR YOU?**

**TELL US ABOUT IT.**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

*A New Service for Advertisers from*

# **McGAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**McGAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# HOUSTON

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KOOH	10	14.50 6-9a	12.50 9-4p	14.50 4-7p	12.50 Other		80%	50%		see Card
	15	14.25	12.25	14.25	12.25					
	20	14.	12.	14.	12.					
	25	13.75	11.75	13.75	11.75					
	30	13.50	11.50	13.50	11.50					
KIKK	5	26.50 6-10a	22.50 10-3p	26.50 3-7p			80%	50%	-82	-83
	10	26.	22.	26.						
	15	25.50	21.50	25.50						
	20	25.	21.	25.						
KILT	6	50. 6-10a	40. 10-3p	50. 3-7p	35. 7-10p	20. 10-6a	75%	50%		8%
	12	47.	35.	47.	30.	19.				
	18	44.	33.	44.	25.	18.				
	24	41.	30.	41.	24.	17.				
	30	38.	27.	38.	23.	16.				
KLVJ	12	6.40 All periods					75%			
	18	6.								
	24	5.75								
	30	5.50								
KFU%	6	40. 6-10a	35. 10-3	40. 3-7p	22. 7-----6a		75%	50%		
	12	37.	32.	37.	(and other times)					
	18	35.	29.	35.						
	24	34.	27.	34.						
KPRC	6	39. 5-10a	32. 10-4p	39. 4-7p	19. Other		Less \$6 drive	50%		10%
	12	38.	31.	38.			Less \$5 Day			
	18	37.	30.	37.			Less \$2 Other			
	24		29.		16.					
KTHT	12	26. 6-9a	22. 9-3p	26. 3-7p	18. 7-----6a		80%	50%	5%	10%
	18	24.	20.	24.	16.					
	24	22.	18.	22.	14.					
KTRH	6	50. 5:30-10a	33. 10-3p	42. 3-7p	22. 7-12m		80%	60%		8%
	12	47.	30.	39.	20.					
	18	44.	27.	36.	18.					
	24	42.	25.	34.	17.					
KWBA	12	5.75 6a-----6p			2.90 6p- sign off		5.25	50%	7 1/2%	10%
	24	5.50			2.75		5.00			
	36	5.25			2.65		4.75			
	48	5.00			2.50		4.50			
LXY%	6	33. 6-9:30a	23. 9:30-4p	33. 4-7p	13. 7-12m	on request 12-6a	80%	50%		
	12	30.	21.	30.	11.					
	18	27.	19.	27.	10.					
	24	25.	18.	25.	9.					
KYOK	10	14.50 6-9a	12.35 9-4p	14.50 4-7p			80%	50%		
	15	14.10	12. 4-6a	14.10						
	20	13.80	11.75	13.80						
	25	13.	11.05	13.						
	30	12.30	10.45	12.30						
	35	11.90	10.10	11.90						

Indep.  
1430 kc  
1,000 w

-208-

Houston, Texas  
**KCOH**

Savalli/Gates

NAB

Indep.  
650 kc  
250 w

Pasadena (Houston) Texas

**KIKK**

Alan Torbet Assocs.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	TRAVIS GARDNER (from 4am)	Gospel	A Gospel DJ best known for job done conducting Gospel singing contest.
6	GINO BAYLOR	R & B	Has had nine years of radio experience and is one of the best news men on the air because of his excellent diction.
7			
8			
9	CLIFTON "KING BEE" SMITH	R & B	One of the few DJ's in the country who keeps up with current events. An excellent salesman, proven by his retaining many sponsors.
10			
11	PERRY "DADDY DEEPTHROAT" CAIN	R & B	Perry Cain, better known as Daddy Deepthroat, is best known for his deep bass voice and smooth delivery. One of the few announcers whose voice is identified without giving call letters.
N			
1	GLADYS "GEE GEE" HILL	R & B	The best "Hard Sell" female DJ on the air today. The results she gets from sponsors and her friendly approach to them has created the top image of a friend.
2			
3			
4	"SKIPPER" LEE FRAZIER	R & B	
5			
6			
7			Sign off at sunset
8			
9			
10			
11			
M			

OVERALL TYPE Rhythm & Blues

News and headlines on the hour and half-hour.  
9:15-9:30am Job Opportunities.

AM	PROGRAM	TYPE	COMMENTS
5			
6	BILL BAILEY SHOW	C & W	Bill Bailey is Houston's hardest hitting AM D.J. Few politicians escape his barbs -- you just never know what he'll say next...neither do the listeners. That's why they never miss "The Buffalo".
7			
8			
9			
10			
11	JOHNNY MITCHELL	C & W	
N			
1			
2	ARCH YANCEY SHOW	C & W	"Wildman", "Zaney", "A Nut" "Very Funny", "Hard Selling" "Great"....that's Yancey!
3			
4			
5			
6			
7	LINDSEY ENGLISH SHOW	C & W	
8			Sign off at sunset
9			
10			
11			
M			

OVERALL TYPE Country & Western

5 minutes of news and weather on the hour...News headlines and weather on the half hour.  
KIKK has Houston's most talked about and most listened to news  
KIKK is the only exclusively C&W outlet for over 1,700,000 people.  
KIKK's full staff of KJ's have each had over five years mike experience in Houston.



Indep.  
610 kc  
5,000 w

Houston, Texas

**KILT**

Indep.  
1480 kc  
1,000w day  
500w night

-209-

Pasadena, Texas  
(Houston)

**KLVL**

John C. Butler

LIN Station

RAB

National Time Sales

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	MIKE BRADLEY (from 10pm)	Contemp.		5		Ethnic (Span)	
6	MAC HUDSON	Contemp.	Every market in the nation has a Mac Hudson, a morning personality with a huge and loyal following. Mac is getting blamed in Houston for increasing tardiness at offices, businesses, and schools. The reason is really quite simple...Mac is VERY FUNNY, and his humor is real and true-to-life. A most talented individual	6			Station KLVI was licensed by the FCC on the basis of its promise to program in Spanish. Owned & operated by Mexican-Americans, Mr. & Mrs. Felix Morales, Houston residents for more than 25 yrs. KLVI initially programmed in Spanish & for Negroes. Since the need for Spanish programming has been found to be the greater, KLVI broadcasts almost exclusively in Spanish.
7				7			Gradually, KLVI has come to be the Spanish station with 14 hrs. of Spanish programming daily. The only Spanish language station in the Houston area.
8				8			KLVI utilizes one of the largest staffs serving a Spanish language station in Texas. More than some regular English language stations in Houston. Announcers are all experienced professionals, formerly employed by Spanish stations in Texas and Mexico.
9				9			While the station's transmitter is located in Pasadena, a suburb of Houston, all Spanish broadcasts originate in the Houston studios at 2903 Canal St. Broadcasts in Spanish from sign-on to 8pm. From 8pm till sign-off, B.C. Rice, the masterful and popular Negro DJ, beams his shows to the Negroes in the area.
10	BILL YOUNG	Contemp.	Bill was hired at KILT in Feb. 1966, as Program Dir. and DJ, and has helped to establish the nationally known "KILT SOUND".	10			Programming is built around music, news and dramas, emphasis on Latin music. The station features several personalities like Oscar Hernandez, who emceeds the popular "Alborada Texana" show in the morning, and Joe Morales with the increasingly popular "Pasadena Hour" during the evening. Station also features soap operas, musical request and quiz shows, all carefully programmed to ensure diversified listening to please the palates of all the Mexican-Americans in the area.
11				11			
N	MICHAEL	Contemp.	Houston housewives have discovered a most entertaining young man by the name of "Michael". He is one of the most imaginative young broadcasters in the industry today. Not yet 25 yrs. old, he has worked such stations as WBZ, Boston-WUBE, Cincinnati.	N			
1				1			
2				2			
3	RICK SHAW	Contemp.	"King of the Road" to thousands of homeward-bound motorists. Bright, happy on the air sound garners him the lions' share of the audience each month. Ricks's mellow, personable voice seems to be a must, after a "frenzied day" at work.	3			
4				4			
5				5			
6	STEVE LUNDY	Contemp.	Tall & lean Steve commands the early-evening program on the "Big 6-10". His five yrs of study in Philosophy and Dramatics have given him a unique, and effective background for radio programming. His deep, resonant voice enables Steve to "sell" through the air with the greatest of ease.	6			
7				7			
8				8			
9				9			
10	MIKE BRADLEY	Contemp.	To 6am	10			
11				11			
M				M			
<b>OVERALL TYPE</b> Contemporary				<b>OVERALL TYPE</b> Ethnic (Spanish)			

5 min. news, weather and sports on the hour.  
Headlines on the half-hour.

Note: All Spanish programs originate in Houston Studios.

Indep.  
1230 kc  
1,000w day  
250w night

-210-

Houston, Texas  
**KNUZ**

NBC Affil.  
950 kc  
5,000 w

Houston, Texas  
**KPRC**

Katz NAB RAB

Edward Petry NAB

AM	PROGRAM	TYPE	COMMENTS
5	NITE BEAT Jim Hunter (from midnight)	Contemp.	Heavily-industrialized Houston has a tremendous "up-before-6" audience.
6	PAUL BERLIN	Contemp.	Billboard Mag again lists Paul as the #1 influence in sales of pop singles in Houston. 5 min. news on hr. headlines on the half-hour, weather, time & temp., traffic reports. Houston Oilers' Bob Talamini - 7 sports news reports.
7			
8			
9	BUDDY MCGREGOR	Contemp.	KNUZ Program Dir. McGregor blends music and features of special interest to adults into a clever, lively program. Buddy is deeply involved in community events. MC's everything from fraternity stunts to dept. store bridal shows.
10			
11			
N	JERRY MILLER	Contemp.	Designed primarily for women, Jerry's show spotlights 1230 Club selections. This Club comprised of 1230 young homemakers, is surveyed regularly to establish preferences in popular music.
1			
2			
3	JOE FORD	Contemp.	Exciting host for exciting show. Loaded with news, sports, traffic reports & the top records. Joe - the most requested MC for dances and stage shows - is only Houston radio personality who also hosts a TV Dance Show.
4			
5			
6			
7	LARRY VANCE	Contemp.	Personable, original, witty Larry has tremendous teen appeal. His Direct Dedication Line and High School Reports by students themselves are two of the most popular features. K-NUZ also provides high school football reporters who cover every game in K-NEWS country.
8			
9			
10			
11			
M	NITE BEAT Barry Kay (till 6am)	Contemp.	News-sports-weather for Houston's night workers.
OVERALL TYPE		Contemporary	

AM	PROGRAM	TYPE	COMMENTS
5	FARM & RANCH George Roesner	Talk-Serv.	Agricultural info. program Roesner has 18 years farm broadcasting experience.
6	TIM & BOB	Stand. Pop.	Tim & Bob perform in much the same manner as Klavan & Finch. Believing homemaker is the most underrated professional in the world, they dedicate part of their show to this group. Music, beauty tips, recipes, and homemaking hints are successful features. KPRC News & Hotline, sports, etc.
7	Tim Nolan Bob Byron		
8			
9			
10	BOB PRESLEY	Stand. Pop.	Listenable music slanted to the distaff members of the family. More or less middle-of-the-road good standards. News, weather, sport scores, and community bulletin boards events are featured. Plus humorous contests. NBC Emphasis, NBC & KPRC News & Hotline.
11			
N			
1			
2	ALAN JOHNSON	Stand. Pop.	Good music, funny inserts, NBC News, KPRC News & Hotline, Emphasis 2:30 with Chet Huntley, 3:30 Sandy Vanocur. Dave Brinkley, weather, etc.
3			
4			
5			
6	NEWS	Talk News	Business News, trends; NBC News; Evening News Roundup; News of World, etc
7	ROB WADDELL	Stand. Pop.	Rob plays the kind of music "you like to listen to" in the evening hours. His mellow music and KPRC top news coverage make nighttime Radio-950 an evening to remember. NBC Emphasis; KPRC News and KPRC Hotline.
8			
9			
10			
11			
M			
OVERALL TYPE		Standard-Popular	

K-NUZ stresses local public service. Neighborhood news items are given each hour. Station is active in bringing in outstanding stage attractions. Everything from top adult shows such as Tijuana Brass to teen favorites like Beach Boys and Raiders. K-NUZ is strong on contests and promotions. Has a fulltime Sales Promotion Director. Gives outstanding sales promotion assistance.

NBC News on the hour.  
NBC Emphasis

Indep.  
790 kc  
5,000 w

Houston, Texas

**KTHT**

Robert Eastman

NAB

AM	PROGRAM	TYPE	COMMENTS
5	JIM WILSON SHOW (from midnight)	Pop. Stand.	Station has adult appeal only. Music - News format 24 hours daily. Generally called middle-road. Stress on good production technique, commercial presentation. All air personalities thoroughly experienced. News staff top rated and experienced on local scene. All air personnel heavily advertised and promoted. Personal appearances numerous. On-air contests are numerous but sensible.
6	BUDDY HOLIDAY SHOW	Pop. Stand.	
7			
8			
9	DICK SIMS SHOW	Pop. Stand.	
10			
11			
N	TOM JONES SHOW	Pop. Stand.	
1			
2			
3	RIC RICHARDS SHOW	Pop. Stand.	
4			
5			
6	GLEN IVEY SHOW	Pop. Stand.	
7			
8			
9			
10	BOB KNIGHT SHOW	Pop. Stand.	
11			
M	JIM WILSON SHOW (to 6am)	Pop. Stand.	
OVERALL TYPE		Popular-standard	

5 minute news hourly at :55  
News headlines hourly at :30  
Weatherscope at :15 and :45  
Sportline at :20 and :40

CBS Affil.  
740 kc  
50,000 w

-211-

Houston, Texas

**KTRH**

Blair

NAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM & HOME SHOW	Talk-Serv.	Dewey Compton, Farm Director and Ben Oldag, Farm Editor.
6	MORNING REPORT Carl Brazell	Talk-News	In-depth news - Carl Brazell, anchorman. Charleye Wright, local news. Bill Zak with weather and Police radar locations. Dan Lovett, sports.
7			
8	ASK RUTH	Tel.Part	Ruth Fred & Bill Zak-advice
9	TRADIO	Talk-Tel.Part	Listeners buy, sell and trade. J. Kent Hackleman.
10	ARTHUR GODFREY	Variety	
11	ASK THE EXPERT	Tel.Part	Steve Edwards-guest experts
	TALK FEATURES	Talk	Dear Abby; Dimension-Health.
N	MIDDAY REPORT	News	In depth news - Dave Castle
	HOTLINE	Talk-	N. Gruenzner
1	DEVIL'S ADVOCATE	Talk-Tel.Part	Charleye Wright - discussion on variety of subjects.
2	WOMAN'S WORLD	Talk-	Carl Brazell-Steve Edwards - interviews, special features
3	ANYTHING GOES J.K. Hackleman	Talk-Tel.Part	Lively art of conversation - diverse topics & guests.
4	EVENING REPORT	Talk-News	In depth news - Norm Gruenzner, anchorman. Dave Castle, local news. Dan Lovett, sports.
5			
6	TALK BLOCK	Talk-	Sportline-Dan Lovett; World of Money; Lowell Thomas; Phil Rizzuto sports.
7	WORLD TONIGHT	Talk-	and Worldwide Sports
	WORLD TOMORROW	Talk-	
8	JOE PYNE SHOW	Talk-Int.Disc	
9	A MATTER OF OPINION	Talk-Tel. Part.	Wynn Moore and guests - with questions from listeners.
10	Wynn Moore		
11			
M			
OVERALL TYPE		Talk - News - info	

CBS Dimension throughout the day. Morning Report, Midday Report & Evening Report all continuously update news, sports, weather. Each show has working within it more radio newsmen than other Houston stations have as a radio staff. KTRH exclusive "Traffic Report-Houston, live and direct reporting by Police. All news all weekend format. Listener-participation Audience-involvement-radio format on KTRH has a large, loyal audience.

Indep.  
1360 kc  
1,000 w

-212-

Baytown, Texas  
(Houston)

**KWBA**

Indep.  
1320 kc  
5,000 w

Houston, Texas  
**KXYZ**

Charles Bernard

McGavren-Guild-PGW

NAB

AM	PROGRAM	TYPE	COMMENTS
5	DON ARD	Modern C & W	Don wakes you every morning with all the gusto and enthusiasm necessary to begin your day right. His cheerful voice and witty comments leave you "raring to go."
6		Relig.	
7		Talk-Tel. Part.	
8			
9	GLEN WALKER	Relig.	Glen is well known for his "morning coffee break" show, and thrills every morning listener's heart with inspiring gospel music.
10	KEN KNIGHT	Modern C & W	The "Double K Show" is a mid-day favorite with women. He presents more music with less talk, which makes for great listening.
11			
N			
1			
2	JOE LADD	Modern C & W	The "Old Joe Ladd Show" is a favorite with afternoon listeners. He rides each and every one of those kilocycles with great music to give you enjoyable listening
3			
4			
5			
6	BOB DELCORE	Modern C & W	Bob makes the night come alive with "The Greatest Show on Earth." He combines the best music with his dry, witty comments to create a spectacular every night.
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Modern Country & Western Religious	

AM	PROGRAM	TYPE	COMMENTS
5	KXYZ BEAUTIFUL MUSIC	Album	Boating Broadcaster - Bill McDougall originates this first for the Texas coast from KXYZ Bay Studio and other marine locations. Weather, boating, and fishing reports. News, information & standard music. Bright, beautiful music 7am. Direct traffic reports from police central. 5 minutes of news at 7:30 & 8:30. Bill McDougall reports boating hotlines every hour on the :45. Joe Coffey News 6:50, 7:50, 8:50 - 10 minutes.
6			
7			
8			
9			Album music is featured. Show tunes, beautiful music, best of pop, plus editorials, special features for active daytime listening Joe Coffey News 12-12:10. Bill McDougall reports boating hotlines periodically from 5:45am thru 6:45pm.
10			
11			
N			
1			5 minute news at 4, 4:30 & 5pm. Direct traffic reports from police central. Music paced for afternoon traffic time. Broadway, standards, and best of current pops.
2			
3			
4			
5			Fred Nahas is Houston's award-winning News Dean. He presents daily editorials at 6 to 6:10. 6:10-6:15 Sports 6:15-6:20 Maxine Messinger Show. Chronicle columnist reports Houston's activities 6:20-6:30-Business News
6			
7			
8			
9			Evening segment. News on the hour. Beautiful music, show tunes and light classics.
10			
11			
M			
OVERALL TYPE		Album	

"Houston's Good Music Station" Programming information and music for adults. Southwest Conference football games Saturday afternoons as scheduled Sept. thru Dec. ABA Houston Mavericks games Oct. 17 thru March 22. Metropolitan Opera "live" Sat. afternoons Dec. 9 thru April 20.

MBS Affil.  
1590 kc  
5,000 w

-213-

Houston, Texas

**KYOK**

Dore & Allen OK Group

AM	PROGRAM	TYPE	COMMENTS
5	FRED QUINNIE	R & B	Houston's only late nite R&B
6	CHET McDOWELL	R & B	The platter playboy of KYOK-CHET has a tight fast show that wakes and shakes 'em in the AM. Chet is a 10 year veteran of KYOK.
7			
8			
9			
10	LES ANDERSON	R & B	"Gentleman of the Air Waves". Smooth should be his middle name. Great appeal to women.
11			
N			
1			
2			
3	BILL "WILD CHILD" WILLIAMS	Contemp.	Bill "Wild Child" Williams is just what the name implies - "Wild". His pace has set Houston's younger set, as well as the older folks, on its ear. He does a great deal of work in the schools.
4			
5			
6			
7	GENE ROBINSON	R & B	Houston's only teenage Disc Jockey. Saturday nite is all his!
8			
9			
10			
11			
M	NITEBEAT Fred Quinnie (till 5:30am)	R & B	Quinnie's smooth tight sound attracts the late ni nite group.
OVERALL TYPE		Rhythm & Blues	

5 min. Mutual Network News on the half-hour from 4:30am to 10:30pm.  
Bulletin Board - Public service announcements made each hour for churches, clubs and non-profit making organizations at :40 past the hour.  
Mostly R & B spotlighting the Top 40 tunes in the country.



# WIRE

Countryopolitan  
Radio 1430

## NOW NUMBER 1

### With Adults in Indianapolis

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6:00 — 10:00 A.M.			10:00 A.M. — 3:00 P.M.			3:00 — 7:00 P.M.		
Men	25-34	WIRE #1	Men	25-34	WIRE #1	Men	25-34	WIRE #1
Men	25-49	WIRE #1	Men	25-49	WIRE #1	Men	25-49	WIRE #1
Women	25-34	WIRE #1	Women	25-34	WIRE #1	Women	25-34	WIRE #1
Women	25-49	WIRE #2	Women	25-49	WIRE #1	Women	25-49	WIRE #2

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#### PLUS

1. WIRE is number 2 in number of Different Households reached during a DAY.
2. WIRE is number 2 in number of Different Households reached during a WEEK.
3. WIRE is number 2 in number of Different Men reached during a WEEK.
4. WIRE is number 2 in number of Different Women reached during a WEEK.

Source:  
Pulse Survey April-May 1968

*Audience measurement data of all media are estimates only . . . subject to defects and limitations of source material and methods. Hence, they may not be accurate measure of the true audience.*

**FOR MORE DATA**  
**CALL WIRE (317) 635-1541**  
**OR**  
**YOUR NEAREST EAST/MAN**

# INDIANAPOLIS

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WFEM	12	35. 6-9:45a	21. 9:45-3p	25. 3-7p	15. 7-----	-----6a	80%	50%		
	18	34.	20.	24.	14.					
	24	33.	19.	23.	13.					
WGKE	5	15. All periods					13.	50%	-82	-84
	10	14.75					12.75			
	15	14.50					12.50			
	20	14.25					12.25			
	25	14.					12.			
	30	13.75					11.75			
	40	13.50					11.50			
50	13.25					11.25				
WIBC	6	38. 6-10a	32. 10-3p	38. 3-7p	19. 5:30-6a	15. 10-5:30	80%	50%		10%
	12	35.	31.	35.	17. 7-10p	14.				
	18	34.	30.	34.		13.				
	24	33.	29.	33.		12.				
	30	32.	28.	32.		11.				
WIFE	6	56. 5:30-10	45. 10-3p	56. 3-7p	45. 7-11p	25.50 11-5:30	75%	50%		
	12	50.	44.	50.	44.	25.				
	18	49.	43.	49.	43.	24.50				
	24	48.	42.	48.	42.	24.				
	36	47.	41.	47.	41.	23.50				
WIRE	6	38. 6-10a	27. 10-3p	38. 3-7p	15. 7-12m	12m-6a	80%	50%	5%	10%
	12	36.	26.	36.		(RATES ON REQUEST)				
	18	34.	22.	34.						
	24	30.	20.	30.						
	30		18.							
WXLM	10	20. 6-9:30a	16. 9:30-	20. 3:30-			80%	50%	5%	10%
	20	18.	14. 3:30p	18. 6:30p						
	30	16.	12.	16.						

NBC Affil  
1260 kc  
5,000 w

-216-

Indianapolis, Ind.

**WFBM**

ABC Affil.  
1590 kc  
5,000 w

Indianapolis, Ind.

**WGEE**

Katz Time-Life Bdctg. NAB RAB

Rollins Rollins Stations

AM	PROGRAM	TYPE	COMMENTS
5	JOE PICKETT	Stand. Pop.	America's best popular music with "Sound of City" interviews, Jim Gerard. Woof Boom Mary, our ingenue in combat boots, constantly flusters our four dj's. On-the-air cut-ins the talk of Indianapolis. 9:45-10am Coffee at Marott - Carolyn Churchman - only woman's program of its kind in Indianapolis market.
6			
7			
8			
9			
10	HOWDY BELL	Stand. Pop.	
11			
N			
1			
2			
3	LOU SHERMAN	Stand. Pop.	America's best popular music. "Sound of City" interviews, Jim Gerard. These two-to-three minute man-in-the-street interviews depict the human interest side of life in Indianapolis, and highlight off-beat glimpses at an assortment of people and experiences. Woof Boom Mary.
4			
5			
6			
7			
8	BERNIE HERMAN	Stand. Pop.	
9			
10	THE JOE PYNE SHOW	Talk Int.Disc	Dynamic interviewer Joe Pyne presents provocative topics and guests.
11	BERNIE'S OPEN LINE	Talk Tel-Part.	Listeners' opportunity for self-expression concerning Joe Pyne show.
M			

AM	PROGRAM	TYPE	COMMENTS
5			
6	SUNRISE SPIRITUALS	Gospel	
7	BOB TODD SHOW	C & W	Twice listed among the Top Ten C&W DJ's of the Year by "Music Reporter Magazine." Named "Mr. DJ U.S.A." and honored with a special broadcast from Nashville, Tenn. He knows & visits with most of the top C&W artists and guested on "Grand Ole Opry".
8			
9			
10	BREAKFAST CLUB Don McNeill	Variety	
11	JOHN GOODFELLOW SHOW		
N			
1			
2	SID WOODS SHOW	R & B	Being the only Negro DJ in Indianapolis Radio is a real challenge to Sid. He realized the importance of a modern sound in Negro programming & his responsibility to over 11,000 Negroes in the mkt. Top Negro DJ in Norfolk, Va. for 3yrs while with Station WRAP. He was known as "The Gospel King of Tennessee."
3			
4			
5			
6	ABC & LOCAL NEWS BLOCK	Talk-News	Paul Harvey News; Alex Dreier; Tom Harmon Sports; ABC Late News; Weather and Headlines.
7			
8			Sunrise to local sunset
9			
10			
11			
M			

OVERALL TYPE Standard-Popular

OVERALL TYPE Varied

News on the hour. NBC Emphasis features. Our News Dept. has 4 mobile news cruisers, a corps of writers and editors, special weather reporters and a Sports Dept. WFBM News Dept is unique and unexcelled in Indiana. Bob Gamble heads staff of 20 exper. newsmen. 46 Stringers and exclus. facilities of Time-Life Wash. News Bureau. Two-fold philosophy: Continuing top-flight well-run contest which gives away hard cash utilizing phone calls made on air by our radio personalities and a series of 'fun' contests designed to bring sparkle to radio fare.

ABC News at :55  
Weather & Headlines at :28

Indep.  
1070 kc.  
50,000 w day  
10,000 w night

Indianapolis, Ind.  
**WIBC**

Indep.  
1310 kc  
5,000w day  
1,000w night

-217-

Indianapolis, Ind.  
**WIFE**

Blair NAB RAB

H-R Star Stations NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	HARRY ANDREWS	Talk-Serv.	Farm news, weather and market reports. 15 min. of news with editorial with Fred Heckman. 5 min. news at 6:30.
6			
7	BILL BAKER SHOW	Stand. Pop.	Complete weather and traffic information with sports capsules at 6:45, 7:45 and 8:45. 5 min. of news at 7:30, 8:30, 9:00, 10:00 2 min. news at 9:30 15 min. news with editorial at 7:00 & 8:00 with Fred Heckman.
8			
9			
10	JACK MORROW SHOW	Stand. Pop.	2 min. of news at 10:30 and 11:30 5 min. of news at 11:00
11			
N	NEWS PICK-A-POCKET MARKET REPORTS	News Tel.Part. Service	News & editorial with Fred Heckman. Jim Shelton, Harry Andrews
1	JACK MORROW	Stand. Pop.	5 min. news at 1:00 and 2:00 2 min. news at 1:30
2	DICK SHERMAN SHOW	Stand. Pop.	2 min. of news at 2:30 5 min. of news at 2:00, 3:00, 3:30, 4:30. 15 min. of news with editorial at 4:00 with Lou Palmer.
3			
4			
5	NEWS 90	Talk-News	Lou Palmer-Local, regional news; sports - Sid Collins; Business news -Lou Palmer.
6	DICK SHERMAN	Stand. Pop.	News, Net. Sports, Net. News
7	ERIK JAMES	Stand. Pop.	News on the hour and half-hour. 5 min. sports at 10:30
8			
9			
10			
11			
M	CRAIG HUDSON SHOW	Stand. Pop.	(till 5 a.m.)

AM	PROGRAM	TYPE	COMMENTS
5	Bob Raleigh	Contemp.	Programming, Promotion, Public Service: all dove-tailed to capture, build and maintain dominance and impact in all age levels and all income groups.  Music (Contemporary): Standards of today and hits of the past decade which have sold one million or more records or albums.  News (Total Information News) News Director and full news staff. WIFE News is scheduled twenty-four hours daily at :55 and :30; Sports News at :20. News Sources--UPI Global (Direct reports from around the world); direct reports from local police department, fire department and state, country and city offices through our local staff.  The WIFE NEWS operation is headed by Bill Donnell, who for more than five years broadcasted the top-rated TV newscast in Indianapolis. He is backed up by a team of knowledgeable and experienced staff members that combine, not only years of news coverage experience national and international matter, but invaluable knowledge of the local area.  Operation Air Watch--WIFE maintains an airplane which flies over the Ind. market during drive times reporting on traffic congestions, accidents, fires, parking lot availabilities, etc. Scotty Wright combines local area knowledge and news coverage experience when flying our WIFE "Spirit of Ind." plane to bring listeners this concise info. # mobile units cover news throughout city with on the scene reports.  Exclusive Features: Business Man of the Day - Clergyman of the Day (Sun) - Traffic Safety Messages (by children living in Ind.) - H.S. Intercom News - Book Review (local librarians) - A Citizen Speaks Out - Beeper Report (News of major importance)
6	ROGER W. MORGAN	Contemp.	
7			
8			
9	REB PORTER	Contemp.	
10			
11			
N	RON HOFER	Contemp.	
1			
2			
3	JAY REYNOLDS	Contemp.	
4			
5			
6			
7	ROBIN WALKER	Contemp.	
8			
9			
10			
11			
M	BOB RALEIGH (to 5:30am)	Contemp.	

OVERALL TYPE Stand.-Pop.

OVERALL TYPE Contemporary

News on the hour.  
Music: MOR current selling pop standard. Entire operation exceed by air personalities. Maintains finest news staff in Midwest. Editorializes 6 times daily. Heavy community involvement with regular schedule of public affairs and religious programming.

Public Service : Spearheaded by leaders in the community broadcasting public service messages personally.  
  
Contemporary, modern sound, owned and operated by one of the country's most successful radio operators, Don Burden. On-the-air salesmen are the strongest, highest paid in the market. Outstanding public service.

Indep.  
1430 kc  
5,000 w

-218-

Indianapolis, Ind.

**WIRE**

MBS Affil.  
950 kc  
5,000 w

Indianapolis, Ind.

**WXLW**

Robert Eastman

Mid America Radio

Avery-Knodel

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	BOB WALKER	C & W	WIRE...Central Indiana's only Modern Country station 5,000 w, 24 hours each day.  Modern Country...the easy to listen to, bright Nashville sound...never cornball  WIRE News...Exclusive at :15 and :45...fully staffed-four full-time local newsmen man the WIRE News Department from 5am until 11pm. Three radio equipped mobile news units...plus the worldwide facilities of the American Information Network.  WIRE Sports...Exclusive coverage of Indiana Pacers basketball (ABA), plus extensive HS football-basketball coverage; Indiana State Basketball Tourney; Indiana University football; Indianapolis '500'.  WIRE personalities...top flite professional air men from such markets as Kansas City, Columbus, Davenport, St. Louis, Indianapolis. The approach of each of these men is...in a word... Professional.  WIRE News...a new concept... live at :15 and :45 -- only WIRE has news at these times AND when the other stations have news, WIRE has music.
6	BILL ROBINSON	C & W	
7			
8			
9	GALEN SCOTT	C & W	
10			
11			
N			
1	BUDDY O'SHEA	C & W	
2			
3			
4	LEE SHANNON	C & W	
5			
6			
7			
8	JAN FORD	C & W	
9			
10			
11			
M	BOB WALKER (to 5:30am)	C & W	

AM	PROGRAM	TYPE	COMMENTS
5			
6	ART ROBERTS SHOW	Pop.-Stand.	This show is interspersed with the unusual adult wit of this personality along with news and traffic reports.  Roberts has 13 years in this slot.
7			
8			
9	INSPIRATION TIME	Relig.	Hymns of all faiths.
10	"TALK OF THE TOWN"	Talk-Tel. Part.	Howard Dorsey & Cheer Smith feature informative guests questioned by audience by phone.
11			
N	JAY ARLAN SHOW	Pop.-Stand.	Show is aimed at the housewife with unusual and interesting information.
1			
2	BOB MORRISON SHOW	Pop.-Stand.	Morrison has a widely-known reputation as a singer. He sings throughout his show, and has been in this time slot 14 years.
3			
4			
5			
6			6 a.m. to local sunset
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Pop.-Standard	

OVERALL TYPE Modern C & W

15 min. news 7:45 A.M., 12 Noon & 5 P.M.  
Capsule news on the hour and half-hour.  
Mobile news - anytime  
Station is heavy on news and editorial.  
Second station in nation to endorse a Presidential candidate - 1964.



# JACKSONVILLE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.	
WAFP	6	19. 6-10a	15. 10-4p	19. 4-7p	15. 7-10p	9. 10-6a	Less \$3 Except Night Less \$2	50%		8%	
	12	18.	14.	18.	14.	8.					
	18	17.	13.	17.	13.	7.					
	24	16.	12.	16.	12.	6.					
WJAX	6	17. 6-10a	11. 10-4p	15. 4-7p	8. 7-12m		75%	50%		8%	
	12	16.	10.	14.	7.50 5:30-6a						
	24	15.	9.	13.	7.						
	30				6.50						
WMBR	6	13. 6-9a	12. 9-4p	13. 4-7p	8.50 7-----6a		80%	50%	4%	8%	
	12	12.	11.	12.	8.50	8.50					
	18	11.	10.	11.	8.	8.					
	24	10.	9.	10.	7.50	7.50					
WOBS *	13	12. All periods					(20sec)	11.50			
	26	11.50									11.
	52	11.									10.50
	78	10.50									10.
	156	10.									9.50
312	9.50					9.					
WPDQ	6	19. 6-10a	15. 10-4p	19. 4-7p	15. 7-10p	9. 10-6a	Drive -\$4 Day & Eve. -\$3 Night 80%	60%	4%	8%	
	12	18.	14.	18.	14.	8.					
	18	17.	13.	17.	13.	7.					
	24	16.	12.	16.	12.	6.					
	30	15.	11.	15.	11.	5.					
WQIK	10	14. 6-10a	12. 10-3p	14. 3-6p	12. 6-sign off		80%	50%	Less \$1	Less \$2	
	15	12.	10.	12.	10.						
	30	11.	9.	11.	9.						
WJHC *	26x	8.55 6-9a	7.60 9-4:30p	8.55 4:30-7p	7.60 7-1a	2.50 1-5a	80%				
	52	8.10	7.20 5-6a	8.10	7.20						
	104	7.65	6.80	7.65	6.80						
	156	7.20	6.40	7.20	6.40						
	312	6.75	6.00	6.75	6.00						
	624	6.30	5.60	6.30	5.60						
	936	5.85	5.20	5.85	5.20						
	1248	5.40		5.40							

Indep.  
690 kc  
50,000w day  
10,000w night

-220-

Jacksonville, Fla.

**WAPE**

NBC Affil.  
930 kc  
5,000 w

Jacksonville, Fla.

**WJAX**

Petry				NAB	H-R	NAB			
AM	PROGRAM	TYPE	COMMENTS		AM	PROGRAM	TYPE	COMMENTS	
5	MORNING SESSION Bill Miller (from lam)	Contemp.			5				
6	MORNING SESSION Ken Fuller	Contemp.			6	EARLY RISERS	Stand. Pop.	Lively instrumentals, group vocals, standards, some modern-some nostalgic old tunes. Local & NBC news, farm & mkt. data, weather, sports & time. Versatile & talented, Reed's well-known, highly respected and a top commercial announcer.	
7					7	Reed Gardner			
8					8				
9					9	EASY LISTENIN' Bill Boydston	Stand. Pop.	A rich, pleasant blend of standard vocals & instrumentals. Local news headlines at :58. NBC News on the hour. Emphasis on the half-hr. weather, time, civic bulletin bd. Bill has over 11 yrs. in radio, a particular flair for production & voices.	
10	MORNING SESSION Bob Clayton	Contemp.			10				
11					11				
N	AFTERNOON SESSION Bob Clayton	Contemp.			N	SONGS TO REMEMBER Lou Shabett	Stand. Pop.	Carefully selected music of yesteryear, the great old standards. Song writers & performers are also remembered. Occasionally a more recent recording is added if it has achieved prominence and is readily identifiable. Lou joined WJAX in 1961.	
1					1				
2					2				
3	AFTERNOON SESSION Burt James	Contemp.			3	CLUB 930 George Fischer	Stand. Pop.	Music designed to create a happy mood in Jacksonville traffic. Lively standard tunes...instrumentals, group vocals, male & female vocals to uplift the listeners at the end of the work day. Local & NBC news. George has a vivid background in radio.	
4					4				
5					5				
6					6	STARDUST TIME	Stand. Pop.	6:25 - Chet Huntley 6:30 - David Brinkley 7:00 - NBC News	
7					7				
8	EVENING SESSION Jimmy Adams	Contemp.			8	ESPECIALLY FOR YOU	Stand. Pop.	7:30-:45 NBC News 8:00 NBC News	
9						VARIOUS	Serv.	*see below	
10					9	MUSIC TO MIDNIGHT Lamar Lynn	Stand. Pop.	Standards, mostly instrumental, varies from smooth tempo standards to lush strings. Very select vocal groups used for change of pace. NBC News & special programming of current events. News & weather featured periodically.	
11					10				
M					11				
					M				
OVERALL TYPE				Contemporary	OVERALL TYPE				Standard-Popular

News at :55

WJAX News Headlines at :58.  
NBC News on the hour.  
NBC Emphasis.

\* Mon.-Stardust Time; Tues.-Best Interlocken; Wed.-Youth Forum; Thurs.-Medical Forum; Fri.-Toscanini.

MBS Affil.  
1460 kc  
5,000 w

Jacksonville, Fla.  
**WMBR**

Indep.  
1360 kc  
5,000 w

-221-

Jacksonville, Florida  
**WOBS**

Mort Bassett		RAB	
AM	PROGRAM	TYPE	COMMENTS
5			
6	JIM MELVIN SHOW	Stand. Pop.	From Charlotte, N.C. where he started at WBT 18 yrs. ago. After a navy hitch, Prgm. Dir. & Operations Mgr. of WSIC-Statesville, N.C. Then, WTOB-Winston-Salem, where his ratings sky-rocketed.
7			
8			
9	BILL HUGHES SHOW	Stand. Pop.	WMBR's Prgm. Dir. came to this country from Ireland when he was 12. Was Production Dir. at WOHO-Toledo, and Asst. Prgm. Dir. at WPOP-Hartford before coming to Jacksonville.
10			
11			
N	PAUL ARTHUR SHOW	Stand. Pop.	Started at KBUN, Bemidji, Minn., then KCJB, Minot, N.D., Billings, Mont., and more recently CKLO, Vancouver, Canada where he was Production Dir. Paul says Jacksonville can claim a permanent resident.
1			
2			
3	LARRY LESTER SHOW	Stand. Pop.	Larry has watched his ratings rise since he joined WMBR staff as afternoon drive man. Before WMBR, he was Music Dir. for KBOK, in Payette, Idaho; announcer, DJ, and Asst. Sports Dir. for WZOK in Jacksonville, and is well known here from work on local television Channel 4.
4			
5			
6			
7	ROB ROBBINS SHOW	Stand. Pop.	Rob is the night personality at WMBR and also handles our engineering duties. He came to us from WZOK in Jacksonville where he built up a large night time audience. Prior to coming to this city Rob worked at WVLD, Valdosta Georgia. He is a native of Wigham, Ga., getting his start in radio at WGRA, Carro, Ga.
8			
9			
10			
11			
M			
OVERALL TYPE		Standard-Popular	

News - 5 mins. at :55 and 5 mins. at :30. Sports 1 min. each hour at :45 during drive time. Weather 1 min. at :20 and :50 and tagging all newscasts. In a market of 13 stations, WMBR is the ONLY true middle-of-the-road format station serving Jacksonville and surrounding counties. Adult popular music - updated arrangements of old favorites - current pops that are non-rock, ballads and very smooth C&W. No English sound. No R&B.

Bernard Howard		NAB	
AM	PROGRAM	TYPE	COMMENTS
5	HEAVEN'S ROAD	Gospel	For many years combined ministerial & radio activities effectively...Conductor of the Gospel Train. An ordained minister which lends invaluable prestige.
6	Rev. Harry Lee Herod		
7	WILLY MARTIN	R & B	Runs tight, fast-paced show. Teen-agers delight. Finest production man. Production Director. Morning traffic specialist. Experienced on-the-air interviews. A favorite of the ladies.
8			
9			
10	GOSPEL TRAIN	Gospel	
11	Rev. Harry Lee Herod		
N			
1	JOHNNY SHAW	R & B	In addition to his air work, Johnny covers the local news beat and serves as WOBS News Director.
2	"THE DEVILS SON-IN-LAW"		
3			
4	KING BEE SHOW	R & B	Popular with teens and twenties. Program Director. Top tunes, light patter, comic on the air. More than 10 years at WOBS. Big loyal audience. Top negro airman with plus of large white audience.
5	Elisha "King Bee" Burke		
6			
7			4:00 to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		Gospel - Rhythm & Blues	

National (AP) and Local News on the hour.

WOBS is the only all-Negro programmed station in the Jacksonville market.

Indep.  
600 kc  
5,000 w

-222-

Jacksonville, Florida

**WPDQ**

NAB RAB

Blair

Indep.  
1090 kc  
50,000 w

Jacksonville, Fla.

**WQIK**

NAB

Alan Torbet Assoc.

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	BRUCE KRAMER SHOW (from midnight)	Contemp.	Continous news coverage, best music east of midnight.	5			
6	MIKE REINERI SHOW	Contemp.	Modern variety with topical comments, traffic and weather reports, guests, fun and games, with sports at :20 past the hour, and instant news at :25 and :55.	6	BOB ROWLAND SHOW	C & W	Since 1960, one of Jacksonville's most wide-awake, humorous morning DJ's.
7				7			
8				8			
9	CHRIS MORGAN SHOW	Contemp.	Best of the top sixty tunes by an announcer who digs the teens.	9			
10				10	JACK DAVIDSON SHOW	C & W	Jack's wit and charm, coupled with his taste in music, has received wide attention in Jacksonville.
11				11			
N	BUTCH PEIKER SHOW	Contemp.	Contemporary sound with the new man on the scene.	N			
1				1			
2				2	FRANK THIES SHOW	C & W	For over 12 yrs. one name has been synonymous with afternoon radio in Jacksonville. "Frank's Classics", constitutes a daily habit with workers from more than 150 factories, mills and other places of employment. Over 50% of Frank's advertisers have been with him for periods of five years or more.
3	TOM KENNINGTON SHOW	Contemp.	Fun with the founder of T.K.A.A.M. (Tom Kennington Assocaition for the Abolishment of Mondays), games and prizes for T.K.A.A.M.'ers.	3			
4				4			
5				5			
6	BOB SMITH SHOW	Contemp.	Beach Boy Bob spins the discs and swings the sound.	6	DR. DYAL SHOW	C & W	Nighttime Country Music catering largely to requests and dedications. One of Jacksonville's largest adult audiences.
7				7	Bob Dyal		
8				8			
9	JERRY GOODWIN SHOW	Contemp.	Jerry "Holy Moly" Goodwin goes all the way 'til midnight with his unique patter.	9			
10				10			
11				11			
M	BRUCE KRAMER SHOW (till 6am)	Contemp.	The midnight magician keeps the night lively for stay-awakers.	M			

OVERALL TYPE Contemporary

News at :55, Headlines at :30, Sports at :20, Weather at :15, Special bulletins, all during broadcast hours. Outstanding record in public service, i.e., during Hurricane Dora. Lively format with excellent news coverage, specializing in up-to-the-minute local coverage.

OVERALL TYPE

Country & Western

News on the hour and half hour. Modern Town & Country format featuring the new Nashville Sound. This is not the traditional bluegrass sound - i.e., twangy guitars and hillbilly personalities. Features artists like Roger Miller and Jimmy Dean.

Indep.  
1400 kc  
1,000 w

-223-

Jacksonville, Fla.

**WRHC**

Greener, Hiken, Sears

MAB

AM	PROGRAM	TYPE	COMMENTS
5	THE GOSPEL QUEEN Marian Whitehead	Relig.	Jacksonville's biggest early morning Negro gospel program.
6			
7	THE "IN" SOUND Bert Laster	Pop. & R & B	Jacksonville's brightest morning show featuring time announcements every three minutes.
8			
9			
10	GOSPEL JUBILEE	Relig.	Recorded gospel music and live church broadcasts.
11	LITTLE WHITE CHAPEL	Relig.	Jacksonville's oldest sacred and gospel program - 16th yr.
N	THE GOSPEL QUEEN Marian Whitehead	Relig.	Marian Whitehead, Jax's best known gospel personality, with the very best recorded gospel favorites.
1			
2			
3	THE "IN" SOUND Bert Laster	Pop. & R & B	Afternoon version of the popular morning broadcast.
4			
5	THE SUPPER CLUB Ray Brown	R & B	Highly popular nighttime Negro program featuring the "Hot Line" - exclusive telephone requests on the air.
6			
7	KNIGHT TRAIN Ken Knight	Pop. Contemp. R & B	Ken Knight, Jacksonville's first Negro personality. Now in 15th year! Now in 6th year of Jacksonville's first Negro TV show.
8			
9	SWEET CHARIOT Ken Knight	Relig.	Jacksonville's oldest nighttime religious program for Negroes - 15th year.
10			
	DANCE PARTY	Pop.-Std.	Ken Knight & big band sound.
11	BLUES IN THE KNIGHT-KenKnight	Contemp.	Jacksonville's top rated R & B program.
M	AFTER MID-KNIGHT Ken Knight	Jazz	Jacksonville's only daily jazz program.
	OVERALL TYPE	Pop.-Contemp. Relig.-Jazz	

1:00 to 5:00 a.m. "Night Mayor of Jacksonville" with Pop. Contemporary music for a mixed adult audience. Abram King.  
Jacksonville's only station programming 24 hours daily, predominantly to the Negro community.



*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# KANSAS CITY

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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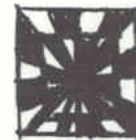
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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.				
KBEA	6	19.	6-9a	15.	6a-7p	50% of 7-12m Daytime Package	80%	60%						
	12	18.		14.	4-7p									
	18	17.		13.										
	24	16.		12.										
			(1/3 in Drive)											
KCKM	6	30.	6-9:30a	24.	9:30-4p	12.	7-6a	80%	50%	5%	10%			
	12	28.		22.	4-7p	11.								
	18	24.		19.		10.								
	24	22.		17.		9.								
KMBZ	5	45.		35.	40.	18.	on request	75%	50%		10%			
	10	40.		32.	37.	17.								
	15	35.		30.	33.	16.								
KPRS	12	19.	6-9a	16.	9-3p	19.	3-6p	-8%	50%	-8%	exc. 10sec. -\$1			
	18	18.		15.		18.								
	24	17.		14.		17.								
	30	16.		13.		16.								
WDAP	6	42.	6-10a	30.	10-3:30	39.	3:30-7p	20.	7-----6a	80%	50%	See Card		
	12	40.		29.		37.		19.						
	18	38.		28.		35.		18.						
	24			27.				17.						
WLB	6	65.	6-10a	50.	10-3p	60.	3-7p	50.	7-10p	17.	10-1a	80%	50%	5%
	12	60.		45.		55.		45.		16.				
	18	55.		42.		50.		42.		15.				
	24			39.				39.		14.				
	30			36.				36.		13.				

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

MBS Affil.  
1480 kc  
1,000w day  
500w night

-226-

Mission, Kansas  
(Kansas City)

**KBEA**

Indep.  
1340 kc  
1,000w day  
250w night

Kansas City, Mo.

**KCKN**

Seattle, Portland,  
Spokane Radio

Gill-Perna

NAB

McGavren-Guild-PGW

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	ALLEGRO	Stand. Pop. Album	Artists: (random sampling) Mantovani David Rose Percy Faith Robert Goulet Melachrino Strings Roger Williams Jerry Vale Ferrante & Teicher Andy Williams Boston Pops Eugene Ormandy
7			
8			
9			
10			
11			
N	ENCORE Grayson Enlow	Show & Movie	Music from Broadway shows and movie soundtracks
1	RHAPSODY	Stand. Pop. Album	Artists: (random sampling) Hollywood Bowl Gordon MacRae Ray Charles Singers Freddy Martin Andre Kostelanetz Liberace Tony Mottola Stan Black Ray Coniff Living Strings
2			
3			
4			
5			
6	LIMELIGHT	Stand. Pop. Album	New York Philharmonic, Morton Gould, Boston Pops
7	THE WORLD TOMORROW	Relig.	
8	LIMELIGHT	Stand. Pop. Album	Percy Faith Nat King Cole Werner Muller
9	CANDLELIGHT AND GOLD	Stand. Pop. Album	Artists: (random sampling) Boston Pops Edmundo Ros Henri Rene Norrie Paramor Frank Chacksfield
10			
11			
M			

OVERALL TYPE Standard-Popular-Album

News: 6,7,8,8:30,9,9:30,10:30,11:30,12N,12:30,1:30,2:30,4,5,6,6:30,7:30,8:30,9:30,10:30,11,11:30. 8:05-8:07 Yesterdays Headlines. 5 min. reports: Livestock, Sports, Unity Viewpoint, Mkt. Report, Gallery (News of the Arts), Memory Lane of Sports, Sam Molen Sports, Financial Report, Bill Stern. KBEA is a radio programming concept appealing to the masses of discriminating listeners...a distinctive adult program service for Metropolitan Kansas City. Carefully selected album music-neither long hair nor pop, just fine music. Cluster system.

AM	PROGRAM	TYPE	COMMENTS
5	EGGS AND BACON SHOW	C & W	
6	Don Rhea		5 minute news and sports on the hour. Headlines on the half-hour.  Community Bulletin Board at :50  Weather at :15 and :45  Livestock Reports 5:10am, 12:35pm.
7			
8			
9	BARGAIN BASEMENT	C & W	
10	Harry Becker		KCKN was established in 1925 and has been programming C & W since 1957.
11			KCKN's music policy avoids the cornball and/or "blue-grass country sound". Selection is based on local record sales...and whatever KCKN's management feels will appeal to the "young moderns" of the Kansas City area. KCKN's programming is "Country-politan" music, news and weather.
N	TED CRAMER SHOW	C & W	
1			
2			
3	FABULOUS 50 SHOW	C & W	
4	Moon Mullins		
5			
6	HOSS BARNES SHOW	C & W	
7			
8			
9	BILL ABBOTT SHOW	C & W	
10			
11			
M	NIGHT WATCHMAN	C & W	

OVERALL TYPE Country & Western

CBS Affil.  
810 ko  
50,000w day  
10,000w night

Kansas City, Mo.

**KCMO**

Indep.  
980 ko  
5,000 w

-227-

Kansas City, Kansas

**KMBZ**

CBS Radio Spot Sales NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	NORM DAVIS SHOW	Pop. Stand.	A combination of bright popular-standard music plus information segments. 5-6:30am farms news, market reports, weather; 6-6:30 Thought For the Day; 8-10 Speak Up, daily editorial. Local and CBS News.
6			
7			
8			
9	JIM CLARK SHOW	Pop. Stand.	Popular songs with standard favorites plus talk. 9:20& 10:20 Pet Patrol; 9:55 Dear Abby; News.
10			
11	SWAP SHOP Norm Davis	Talk-Serv.	Buy, sell, trade by radio. Davis is top-swapper.
N	FARM NEWS	Talk	Farm news & market reports
	NORM DAVIS SHOW	Pop.	CBS Dimension included.
1	ARTHUR GODFREY TIME	Variety	
2	DICK GUTHRIE SHOW	Pop. Stand.	Light, bright talk with carefully selected popular songs & standard favorites. CBS Dimension "On Learning" and "Personal Close-Up". Local & network news, baseball scores, financial news, Sports Book-Bruce Rice and Sportsman's Friend with H. Ensley.
3			
4			
5			
6			
7	NEWS & SPORTS	Talk	World Tonight-Worldwide Sport
	LIFE LINE-NEWS	Talk	
8	CHUCK MOORE SHOW	Pop. Stand.	Offers the best in popular standard music, plus weather and KCMO News. Outstanding commercial delivery by Moore.
9			
10	FINAL EDITION	News	World, local, weather and sports news, plus Speak Up editorial. KC's only late evening radio report.
11			
M	MILT DICKEY SHOW	C & W	Country & Western and folk songs.

OVERALL TYPE Popular-standard

Financial Edition 5:10-5:15pm. Kansas City Chiefs football. Best of Big 8 basketball. Missouri football. Rockhurst College basketball.  
News at 6:55, 7:55, 11:55am, 4:55, 5:55, 7:55, 8:55  
CBS Dimensions "Speak Up" daily editorial 8:10am 12:35, 3:10, 6:22, 10:15pm. Bruce Rice Sports Director. Harold Mack heads 13-man news dept. 5 mobile units, portable recorders. George Stephens, Farm Director. Morning agricultural features between 5:30-6:30am.

Metro Radio Sales Bonneville International NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	DAVE ANDREWS	Pop. - Stand. Adult	
6	JACK FROST	Pop. - Stand.	Jack's show is a moving exciting morning show, laced with top news and traffic reports, plus Jack's irrepressible good humor. Weather and other information keep commuters up to date on all that's happening.
7			
8			
9			
10	DON BURLEY	Pop. - Stand.	Don's show includes all the ingredients of successful housewife radio: news, weather, music, community happenings, food tips and daily "Queen of the House".
11			
N			
1			
2	DAVE ROBINSON	Pop. - Stand.	Dave is a vet behind the mike, starting in radio in 1950. His PM traffic-time show includes airborne traffic reports, news, Mobile Unit on-the-spot news, and the brightest, happiest music available.
3			
4			
5			
6	MIKE MURPHY	Pop. - Stand.	Mike is a newcomer to KMBZ after successful shows in Indianapolis and Moline, Ill. He's the zany guy who keeps listening for what's coming next.
7			
8			
9			
10	MIKE CORBETT	Pop. - Stand.	Mike "C" is a young, vibrant personality who blends music and humor especially for the late-nite crowd.
11			
M			

OVERALL TYPE Pop. - Stand.

St. Louis Cardinal Baseball - 4-man full-time news staff - News on the hour with 10 minute summaries at 7 & 8 a.m.  
Len Dawson sports - 3:40, 4:40, 5:40 & 6:05 p.m..  
Helicopter traffic reports 6:45 a.m. - 8:15 a.m..  
Airborne traffic reports 4:30 - 5:30 p.m..

Indep.  
1590 kc  
1,000 w

-228-

Kansas City, Mo.

**KPRS**

Indep.  
610 kc  
5,000 w

Kansas City, Mo.

**WDAF**

Dore & Allen

NAB

Katz

NAB

AM	PROGRAM	TYPE	COMMENTS
5	MOMENTS OF MEDITATION	Relig.	KPRS, with its ability to influence the buying habits of a large segment of the population in the Greater Kansas City Area, maintains an excellent relationship with all major food and drug outlets, jobbers, brokers, wholesalers & retail stores.  We are called upon to furnish advice on merchandising to the Negro population and we can provide a specialized plan to meet the needs of every advertiser with a complete merchandising service. This includes in-store displays, brand preference surveys, opinion sampling, demonstrations, models, remote broadcasts, personal appearances, endorsements, mailings and sales meetings.  5 am to local sunset
6	BREAKFAST CLUB	R & B	
7			
8			
9	MUSICAL ROUNDUP	R & B	
10			
11			
N	HIGH NOON JAZZ	Jazz	
1			
2	TOP SHOW TIME	R & B	
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			

OVERALL TYPE R & B - Gospel

5 min. news and weather on the half-hour.  
"The Listener-Sensitive Station"  
The one and only Negro appeal station in Kansas City.

AM	PROGRAM	TYPE	COMMENTS
5	MARK FOSTER SHOW	Pop. Stand.	Mark's show is the easy-fun waker upper in Kansas City... featuring moving morning music. The entertainment is mixed regularly scheduled newscasts weather and exclusive Traffic Central reports. All this plus, the first WDAF Money Sweepstakes call of the morning and Editorial at 8:10 AM.
6			
7			
8			
9	DAN HENRY SHOW	Pop. Stand.	Dan's familiar mid-morning sunshine moves the day along for WDAF listeners. News is reported on the hour and half hour...weather at :15 & :45.. plus community calendar features.
10			
11			
N	JIM GAMMON SHOW	Pop. Stand.	Jim is not only one of Kansas City's top "on air" personalities but, also is a top freelance announcer. His bright style and up beat music makes for pleasant and moving afternoon listening. Editorial at 12:05 & 2:05PM.
1			
2			
3	TOM BROWN IV SHOW	Pop. Stand.	The cream of the music crop with emphasis on the up beat "goin' home" sound makes Tom Brown IV Show a listening must in Kansas City. Tom's quick wit and great knowledge of radio production combined with news, Business Beat, Weather and exclusive Traffic Central Reports gives Kansas City listeners a great traffic time treat.
4			
5			
6			
7	JACK OF ALL TRADES	Talk	Answers to all questions on gardening - Jack Tobin.
8	FRED EVERETT SHOW	Pop. Stand.	Tuneful musical selections featuring artists such as Tony Bennett, Peggy Lee, and the Baja Marimba Band. Twice each hour WDAF weather report and news on the hour and half hour. Fred offers musical prizes for corrent answers to questions to his phone in games. Editorial ao 10:10PM,  ALL NIGHT SHOWCASE (1-5AM) All night music, with weather news, time and temperature information.
9			
10			
11			
M			

OVERALL TYPE Popular Standard-"THE NOW SOUND"

News on the hour and half hour.  
WDAF Weather ar :15 and :45.  
WDAF Radio maintains its own local news team working in conjunction with the WDAF TV news staff. The news department also relies on stringer correspondents in the areas and at nearby colleges, three mobile units and the AP world wide coverage of major weather developments.



Indep.  
710 kc  
10,000 w day  
5,000 w night

-229-

Kansas City, Mo.

**WHB**

Blair                      Storz Station                      NAB    RAB

AM	PROGRAM	TYPE	COMMENTS
5	GENE WOODY SHOW	Contemp.	(from 1 am)Vibrant, bright.
6	J. WALTER BEETHOVEN SHOW	Contemp.	A few notes from Beethoven's Fifth Symphony... deep penetrating voice...a flair for comedy. His comedy bits are generally prompted by unique and wild human interest items reported in the news. Was Program Dir. of WIBC-Indianapolis, before joining Storz organization. Now WHB Program Director.
7			
8			
9	FROSTY HARRIS SHOW	Contemp.	Left WKBW-Buffalo in early '65 to join the Storz org. with WTIK-New Orleans. Transferred to WHB July '66 Programming philosophy - friendly entertainment with just enough unpredictability to add spice. Impromptu impersonations & humor relate to on-air situations.
10			
11			
N			
1	BOB CHASE SHOW	Contemp.	Bob Chase is well-known both on the air and off. Some twenty-five hundred adult housewives attend the Housewife Movie Spectaculars which he hosts along with other WHB personalities.
2			
3	RON MARTIN SHOW	Contemp.	Martin is also Director of Operations of WHB. He has been employed by the Storz organization for ten years prior to which he was Program Director at WTIK in New Orleans.
4			
5			
6	JOHNNY DOLAN SHOW	Contemp.	Dolan is a busy on-the-air WHB personality. His program has strong youth identity...local school sports scores are broadcast throughout the school year; each night several of 25 high school reporters phone in reports of news of their school. His off-the-air schedule includes appearances at schools in the Kansas City coverage area.
7			
8			
9			
10	NIGHT BEAT Walt Bodine	Talk-Tel. Part.	Kansas City's most talked-about "talker.." In 1965, Walt received the KC Radio Personality of the Year trophy. Well informed, uses guest experts. Show is humorous and unpredictable.
11			
M			
OVERALL TYPE		Contemporary	

5 mins. news at :55  
Bannerlines at :25  
Weather at :45  
Community Billboard  
Traffic Reports

**GOT AN IDEA FOR US**

**THAT CAN MAKE**

**PLANNING AND BUYING**

**EASIER FOR YOU?**

**TELL US ABOUT IT.**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# KNOXVILLE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign...quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WATE	6	16. 6-10a	14. 10-3:30	16. 3:30-7p	13. 7-12m		10.	50%	-8%	-8%
	12	15.	13.	15.	12. 5-6a		9.			
	18	14.	12.	14.	11.		8.			
	24	13.	11.	13.	10.		7.			
WAIR	6	14. 6:30-9a	10. 9-4p	14. 4-7p	7. 7-----6a	7.	80%	80%		
	12	13.	9. 6-6:30a	13.	6.50	6.50				
	18	12.	8.	12.	6.	6.				
	24	11.	7.	11.	5.50	5.50				
WIVK	12	19. 6-9a	16. 9-4p	19. 4-7p	8.50 7-12m	7. 12-5a	15.20	9.50		
	18	18.	15.	18.	8.	6.50	14.40	9.00		
	24	17.	14.	17.	7.50	6.00	13.60	8.50		
	30	16.	13.	16.	7.	5.50	12.80	8.00		
	36	15.	12.	15.	6.50	5.	12.00	7.50		
#JBE * Freq. Rates	26	5.75 6-9a	4.75 9-4p	5.75 4-7p	4.75 7-sign off		-8%			
	52	5.50	4.50	5.50	4.50					
	104	5.25	4.25	5.25	4.25					
	156	5.	4.	5.	4.					
	260	4.75	3.75	4.75	3.75					
	312	4.50	3.50	4.50	3.50					
	500	4.25	3.25	4.25	3.25					
	750	4.	3.	4.	3.					
1000	3.75	2.75	3.75	2.75						
2000	3.50	2.50	3.50	2.50						
WKOH	6	22. 6-9a	17. 9-4p	22. 4-7p	17. 7-10p	14. 10-12m	80%	50%	4%	8%
	12	20.	16.	20.	16.	13.				
	18		15.		15.	12.				
	24		14.		14.	11.				
WNOX	6	28. 6-9a	23. 9-4p	28. 4-7p	18. 7-----6a		80%	50%		8%
	12	26.	21.	26.	16.					
	18	24.	18.	24.	14.					
	24	22.	17.	22.	13.					
	30	20.	15.	20.	12.					
WROL * Freq. Rates	1	7. All periods					5.50	3.50		
	26	6.75					5.40	3.35		
	52	6.50					5.25	3.25		
	104	6.					4.75	3.		
	156	5.50					4.50	2.75		
	312	4.50					4.	2.50		

NBC Affil.  
620 kc  
5,000 w

Knoxville, Tenn.  
**WATE**

CBS Affil.  
1240 kc  
1,000w day  
250w night

-231-

Knoxville, Tenn.  
**WBIR**

H-R		NAB RAB	
AM	PROGRAM	TYPE	COMMENTS
5	RFD 62 Tommy Reed	Talk-Serv.	<p>WATE - "The Powerhouse of Sound in the Power Market of the South", serves Greater East Tenn. with well balanced mature program service. This is total radio - modern, quality broadcasting</p> <p>NEWS - WATE features a fully staffed, local news dept. augmented by direct, first person news reporters, use of police monitors, and cruising, mobile news units. UPI Nat'l radio wire, UPI regional newspaper wire, and local UPI teletype printer. Also, the NBC Hot Line is open at all times. Farm news and sports events, such as exclusive broadcasts of the Univ. of Tenn. football games, are regular features.</p> <p>MUSIC - Basically, the use of the best popular and standard albums, and the choice of current quality releases. Quality and uniformity of selection maintained by the use of an efficient music control plan and WATE appeals to the mature buying audience. The area's only full-time musical director insures appropriateness, quality of talent, and the finest of foreground music.</p> <p>FEATURES - Brief &amp; informative features broadcast many times daily. Among these are: WATE Date Book, Work Slate, AAA Road Report, Safe Driver Award, Health Hint, Farm Market Report, Mary Starr Report, Stock Market Reports, WATE Sports, and other.</p> <p>PUBLIC AFFAIRS - WATE produces many programs of high quality in the public interest. Winner of many public service awards, WATE regularly schedules discussion and forum programs on subjects of vital interest.</p> <p>WATE HAS BEEN A SOUND CITIZEN FOR 41 YEARS.</p>
6	WONDERFUL WORLD	Pop. Stand.	
7	OF MUSIC		
8	Hop Edwards		
9	Jim Scott		
10	Hugh Alley		
11	Ken Johnson		
N			
1			
2			
3			
4			
5			
6			
7			
8	MUSIC IN THE NIGHT	Pop. Stand.	
9			
10			
11			
M			

Avery-Knodel		NAB RAB	
AM	PROGRAM	TYPE	COMMENTS
5	EARLY BIRD SHOW Bill Jenkins	Stand. Pop.	Jenkins is alert & witty. Farm tips and some C&W music mixed in. 5 min. news on hour & half-hr. Weather and sports scores & results.
6			
7	DATE WITH DOC Doc Johnston	Stand. Pop.	Weather Remote 7-7:05; News 7:05, 7:30; World News Roundup 8, 8:30, 9, 9:30. Weather forecasts, scores & results, live piano by Doc, records. 20 yrs. on air. Strong personality show. Birthdays, etc. Lite w/fun. Chit-chat with Bill Jenkins
8			
9			
10	DAYTIME '68 Chuck McDowell	Stand. Pop.	Lite and lilty. Styled with emphasis on late morning traffic and housewives. Pleasant sounding, witty MC. CBS News on hour and news features on half-hour. Weather forecasts, tips to women, human interest stories, etc. Special weather report 11:55-12noon
11			
N			
1			
2	TOM RICHMOND	Stand. Pop.	Tempo faster...more accent on youth. Same general news format with weather, news, sports scores, etc.
3			
4			
5			
6	CBS NEWS BLOCK	Talk	Lowell Thomas 6:45.
7			
8	NIGHT BEAT Jim Ellis	Stand. Pop.	Duplicated on FM 8:00... back to normal bright pace.  CBS News on the Hour. Same general format.
9			
10			
11			
M			

OVERALL TYPE Popular-standard

OVERALL TYPE Standard-Popular

Local news highlights at :58. NBC News on the Hour. NBC Emphasis. 4:25pm David Brinkley. 6:20pm Chet Huntley. Hal Wanzer, News Director, has had vast experience in news and sports before joining the staff of WATE. Active in local news and public service areas, he conducts the news staff in a way which highlights accurate local and area news coverage, supplementing the able NBC-UPI nat'l and internat'l coverage.

Network News on the hour. Weather forecasts. Sports scores. Remote weather 7-7:05am. Doc Johnston News 5:45-6pm. Good personality station with nice swinging sound. Middle of the road. Bright & happy sound backed by combined Radio-TV News Department. Moderate promotions & contests.

Indep.  
850 kc  
50,000 w

-232-

Knoxville, Tenn.

**WIVK**

Indep.  
1430 kc  
1,000 w

Knoxville, Tenn.

**WJBE**

Stone

NAB RAB

Greener, Hiken, Sears

A James Brown Station

AM	PROGRAM	TYPE	COMMENTS
5			
6	KENNEY DEARSTONE (COFFEE CLUB)	C & W	A variety program of music, frequent time, weather, "Today in History" hourly news in depth by News Director Norman Majors. Kenney has a deep, friendly voice.
7			
8			
9			
10	CLAUDE (THE CAT) TOMLINSON	C & W	14yr. vet of Knoxville radio. Same variety as Kenny, replacing his sports features with items of more interest to women. WIVK's Program Director.
11			
N			
1	JACK HANSEN SHOW	C & W	Just started mid afternoon show and is doing a great job over the past several months.
2			
3			
4	BOBBY DENTON SHOW	C & W	Bobby Denton is a former Top 40 DJ who matured. He is a "Nashville Sound Swinger".
5			
6			
7			Sunrise to local sunset
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	REVEREND JOE GORDON	Gospel	
6			
7	DOUG CANDIS	R & B	News hourly Local Mobile Unit Sports Community Service Negro programmed
8			
9			
10	J. WESELY CLARK	R & B	
11			
N			
1			
2	IRV JACKSON	R & B	
3			
4			
5			
6			
7			
8			5am to local sunset
9			
10			
11			
M			

OVERALL TYPE Country & Western

OVERALL TYPE R & B - Gospel

News on the hour. Although news is scheduled for 5 min., it is longer when there is more important news to be reported. News very much in depth and longer during traffic times. Direct U.S. Weather Bureau reports on the half-hour. News Director, Norman Majors, directs up-to-the minute news events. Sports Director, Kenney Dearstone gives sports news in the AM hours from 6-9 at :25. NASCAR Races in season and featurettes of Univ. of Tenn. football and basketball.

Indep.  
1340 kc  
1,000 w day  
250 w night

Knoxville, Tenn.  
**WKGN**

Indep.  
990 kc  
10,000 w

-253-

Knoxville, Tenn.  
**WNOX**

Robert Eastman

NAB

Blair

Scripps-Howard Bdcstg.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	BILL BAILEY (from midnight)	Contemp	
6	CHARLIE CHAMPION	Contemp	When the bright morning sun peaks around the East Tenn. hills, Charlie has already begun his job of waking up Greater Knoxville. Charlie's involvement with listeners is key to success. Music, news, service features skillfully blended.
7			
8			
9	JOE SULLIVAN	Contemp	Joe is dynamic young Program Dir. Entertains Mom with the Housewife's Hit Parade, the top ten records of the day according to that day's requests; also fashions, recipes and household hints. His friendly style inspires confidence.
10			
11			
N	BOB BARON	Contemp	Bob is versatile entertainer with the ability to please any audience. Music and friendly chatter make afternoon pass in a wink. Persuasive delivery is responsible for his unexcelled record as a personal air salesman.
1			
2			
3	ALLEN DENNIS	Contemp	Allen is the guy with ability to make day's problems disappear and let you face the evening with a light heart and a smile on your face. With ever-increasing listenership, Allen has proved to be one of the most effective advertising buys in the country.
4			
5			
6			
7	DR. AL ADAMS	Contemp	Willard the Duck is to Dr. Al Adams as Charlie McCarthy was to Edgar Bergen... a mischievous little imp who's always into something Willard rides on Dr. Al's turntables, shoots dice with newsmen, and dreads the coming of Thanksgiving. Dr. Al is the favorite of the evening audience, keeping listeners in stitches with unpredictable antics between seven and midnight.
8			
9			
10			
11			
M	BILL BAILEY (to 6 am)	Contemp	

AM	PROGRAM	TYPE	COMMENTS
5	FARM SHOW Ron Ashburn	Talk-Serv.	The man behind this top-flight farm dept. is Ron Ashburn-36yrs.exp.-19farm
6	JIM CLARK SHOW	Pop. Contemp.	With precision and warmth, folksy, uptown & humorous, a delight to wake up to. At his funniest when using voice "cut-ins", many of them those of his young daughters. With info & humor Jim herds the AM traffic in the right direction with a smile.
7			
8			
9	BUDDY BLAKE SHOW	Pop. Contemp.	Congenial and smiling, Buddy B. keeps Mom company all the way with light conversation, subtle off-the-cuff humor and hard-to-beat sincerity. Food tips and household hints with switch, humorous endings keep the ladies laughing and coming back.
10			
11			
N	WAYNE PERKEY SHOW	Pop. Contemp.	Wayne P. has made numerous personal appearances and MC performances at beauty pageants and talent shows. His pet peeve...people who can't be content to let a happy bachelor enjoy his single status. Light, bright, sharp He's a tiger in the fun tank
1			
2			
3	JOHNNY PIRKLE SHOW	Pop. Contemp.	Johnny reigns supreme over the air over all of E. Tennessee and adjoining states. Undisputed "King of the Teens" who flock to this banner and fun club.
4			
5			
6			
7	JOHN FOX SHOW	Pop. Contemp.	The Mad Hatter in person. He's a character that no one forgets. "The Fox" has been on the radio circuit for ten years. He's humorous, with a line of patter that grabs the listening ears of all ages.
8			
9			
10			
11			
M	TROY SOMMERS SHOW (to 5am)	Pop. Contemp.	A cast of imaginary characters parade through his office during the night.

OVERALL TYPE Contemporary

OVERALL TYPE Popular-contemporary

5 mins. news at :55  
Headlines at :30  
Top popular music from local music list, plus a close check on all national charts.  
Special features: Pick Hit, Million Seller, #1 tune.



CBS Affil.  
1490 kc  
1,000w day  
250w night

-234-

Knoxville, Tenn.

**WROL**

Direct

MAB

AM	PROGRAM	TYPE	COMMENTS
5	MUSICAL CLOCK	Pop. Stand.	News at 5, 5:30, 6, 7am Agricultural News - 6:30 Sports - 7:30 CBS World News Roundup-8:00 CBS Dimension 8:30
6	Lowell Blanchard		
7			
8			
9	ARTHUR GODFREY TIME	Variety	
10	HOUSE PARTY	Variety	Art Linkletter
11	CB's SHOW	Pop. Stand.	10:30-10:35 Dear Abby - CBS CBS News at 11 CBS Dimension at 11:30
N	VARIED	Talk	CBS & Lcl.news-Agric.-Relig.
1	CB's SHOW	Pop. Stand.	CBS News 1:00, 2:00 CBS Dimension 1:30
2	AGEE'S AFTERNOON OF MUSIC	Pop. Stand.	CBS News - 3, 4, 5, & 6 CBS Dimension features 2:30, 3:30, 4:30, 5:30 WROL Local Sports with CB- 5:35-5:45
3			
4			
5			
6	JOE'S SHOW Joe Anderson	Pop. Stand.	6:45-6:55 Lowell Thomas 6:55-7 Sports
7	THE WORLD TONIGHT	Talk	and Worldwide Sports
8	JOE'S SHOW Joe Anderson	Pop. Stand.	News from CBS at 8 & 9 Local weather & news 8:30, 9:30
9			
10	MUSIC IN THE NIGHT	Pop. Stand.	Headlines and weather every hour and half-hour.
11			
M			
OVERALL TYPE		Popular-standard	

WROL for news...exclusive CBS Radio Net Alert News is immediate...plus WROL's local and area news coverage. Public service broadcasting regularly throughout each program. WROL music is a "pleasure to remember"...a careful blend of the old & new ...no rock, nor artists likely to be offensive to our predominately adult audience. WROL is proud of its music. More sports than all other Knoxville stations combined.

SHOULDN'T YOU HAVE

YOUR OWN COPY

OF THE

1968

RADIO PROGRAMMING

PROFILE?

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# LANCASTER

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you **ESTIMATE** the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WGAL	6	14. 6:30-10	10. 10-4p	11. 4-7p	10. 7-12m		80%	50%		
	12	13.	9.	10.	9. 5:45-6a					
	18	12.	8.	9.	8.					
	24	11.	7.	8.	7.					
	30	10.	6.	7.	6.					
WOSA	10	8. All periods					-\$1			
	15	7.50								
	20	7.								
WLAN * Freq. Rates	1	13. 6:30-10	12. 10-4p	13. 4-7p	12. 7-----6:30a		80%	50%		
	26	11.50	11.	11.50	11.					
	52	11.	10.50	11.	10.50					
	104	10.50	10.	10.50	10.					
	156	10.25	9.75	10.25	9.75					
	260	10.	9.50	10.	9.50					
	312	9.75	9.25	9.75	9.25					
	520	9.50	9.	9.50	9.					

For just **\*\$45** you can have your own copy of the **1968 RADIO PROGRAMMING PROFILE . . .** including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

NBC Affil.  
1490 kc  
1,000w day  
250w night

-236-

Lancaster, Pa.  
**WGAL**

MBS Affil.  
1310 kc  
5,000 w

Ephrata-Lancaster, Pa.

**WGSA**

Meeker Steinman Stations NAB RAB

Gill-Perna NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
	FARM JOURNAL	Talk-Serv	By Kintzer-on WGAL 20 years
6	ED WICKENHEISER SHOW	Pop.	Within Ed's good music show WGAL supplies Overnight Headlines, weather, AP News, local news, Morning Headlines, sports and World News Roundup.
7			
8	NEWS	Talk	Time Out; Calendar
9	GOOD MORNING NEIGHBOR		Two Emphasis reports - Coffee Break - local, regional & world news.
10			
11	NEWS BLOCK	Talk-News Sports	By Kintzer - Emphasis - Town Crier - Country Farm Agent - Joe Garagiola sports - weather - news on the hour and half-hour.
N			
1	PETE VAN BUREN SHOW	Pop. Stand.	During the Pete Van Buren show there are two Emphasis reports, news on the hour and half-hour and a David Brinkley report.
2			
3			
4			
5	DRIVE TIME	Pop. Stand.	Market trends, weather and news.
6	NEWS - SPORTS	Talk	Local news & Sports Parade
7	SOUND OF WONDERFUL MUSIC	Pop. Stand.	6:30 - Voice of Hadassah and Speaking of Education on alternating Wednesdays. Chet Huntley - News of the World and local news - Sports Final.
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5			
	DAVE MAY	Pop. Stand.	Pleasantly up-tempo. Detailed news-sports-weather-traffic...the many voices of May...plus music for triple A listening. 5:30-6:30 Farm & Home info; Penn St. Ext. Serv. features; Penn. Farm Roundup; Report from Farm Dir. Lew Ayres; and the Farm Calendar. 7:30-45 News.
6			
7			
8	RELIGIOUS	Relig.	Hymns & Morning Devotions.
9	PAUL DAVIS	Pop. Stand.	A blended combination of the WGSA Good Sound...tips for homemakers and other features. Daily special: complete county-wide births.
10			
11			
N	HIGH NOON REPORT	News	Detailed news, stocks, sports
	LIVE MIKE	Tel.Part.	Numerous topical guests on local and state scenes.
1	BRUCE JAY	Pop. Stand.	The WGSA Good Sound returns with regular features: Town Crier at :10...Women's World at :20...Sports Headlines at :50. Also, Bruce's "aunt" Granny Bittenbender with comments for the gals.
2			
3			
4	ED THOMAS	Pop. Stand.	Suave drive-time maestro with great music and bagful of continuing features. WGSA's day-long fun game, Off To The Races - station personalities in the world's most wacky races. News 5-5:15
5			
6	BOBBY MONTGOMERY	C & W	The Old Sheriff...is wild, wacky and entertaining. The market's favorite C&W entertainer. A great following
7			
8	FULTON LEWIS III	Talk	News commentary.
9			Sign-off at local sunset.
10			WGSA-FM programs 9am until midnight. Exceptional music, hourly news.
11			
M			

OVERALL TYPE Popular-standard

OVERALL TYPE Popular-standard

News on the hour & half-hour.  
NBC Emphasis  
12:35 Joe Gargiola Sports  
4:30pm David Brinkley  
7:45pm Chet Huntley  
Phillies baseball  
Eagles football

Pop-oriented MOR. No rock. Numerous LP tracks. Formatted to insure continuing Good Sound balance. WGSA or MBS News each 30 minutes. High level of public service time: spots plus interviews...often live coverage of event. WGSA programs some 70 local high school football, basketball and baseball games annually to maintain local leadership in this field. Mature staff keeps WGSA professional and entertaining.

ABC Affil.  
1390 kc  
5,000w day  
1,000w night

Lancaster, Pa.  
**WLAN**

Indep.  
910 kc  
5,000w day  
1,000w night

-237-

York, Pa.  
**WSBA**

Adam Young

Robert Eastman Susquehanna Bdcstg.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	BOB REYNOLDS SHOW	Contemp	Program includes the usual morning features of news, sports, weather, time checks etc.	5	GIL DAVID SHOW	Pop.	from lam.
6				ON THE FARM	Serv.	Central Penn.'s oldest & most respected farm service program. WSBA and farm families get comprehensive news coverage of local, state & national farm happenings, including weather, markets, & guests such as the County Agent. As manager of Sinking Springs Farms - one of the largest in the area - Herman is a 25 yr. vet of WSBA's farm hr. A member of NAFB, the Pa. Artificial Breeders Assoc., A Dir. of the Holstein Breeders Assoc., a former member of the Pa. State Legislature.	
7				AL WOLFE SHOW	Pop.		
8	LEN WOLOSON SHOW	Pop.					
10	BREAKFAST CLUB Don McNeill	Variety	ABC Network	10			
11	RON SCHAEFFER SHOW	Contemp.		11			
N	PAUL HARVEY NEWS	Talk-	News and a farm report.	N	LARRY HALL SHOW	Pop.	WSBA has dominated Central Penn. for 10 consecutive years (5 County Pulses-1958 thru 1967). Staff of 40 professionals create a balanced listening frse of service, news, information & entertainment.
1	RON SCHAEFFER SHOW	Contemp.		1			
2	CHUCK RAYMOND SHOW	Contemp.	On the "drive-time portion, news and a stock market report are presented daily.	2			News & Information-8 newsmen provide: traffic info.; road conditions; emergency features such as Operation Snowflake; weather services include private TRC feeds daily, plus U.S. Weather Bureau; UPI Audio; Station editorializes frequently; Flashback.
3				DAN DONAVAN SHOW	Pop. Contemp.		
4							
6	WLAN EVENING REPORT	Talk- News	Local and regional news is incorporated with the ABC Network report.	6	DON STEELE SHOW	Pop. Contemp.	Public Service-Meaningful projects include charity drives; Look Up to Learning; safety campaigns; etc. WSBA's numerous awards attest to importance station attaches to public service.
7	MIKE SHAYNE SHOW	Contemp.	Requests and dedications are mailed in.	7			Entertainment-Professional air personalities play bright, carefully selected music, plus Cash Call, seasonal contests, audience participations, etc.
8							
9							
10				10	PETER PORTER SHOW	Pop. Contemp.	
11				11			
M	DAVE CLARK SHOW	Contemp.	Requests and dedications are taken by mail.	M			
OVERALL TYPE				Contemporary			
OVERALL TYPE				Pop.-contemp.			

ABC News at :55. Paul Harvey at 8:55, 12 noon and 6:25pm. The WLAN EVENING REPORT 6:15-7:20pm includes ABC Network evening report and local and regional news. We try to maintain a tight, bright sound with emphasis divided between our contemporary music and highly identifiable air personalities. We constantly run new contests and promotions to encourage audience participation and recognition. We are the only 24 hr. s day operation in the area encompassing Lancaster, Lebanon, Berks and Cheater counties.

1 15-min. newscast 7:30-7:45am, Monday-Saturday. MORNING REPORT. 26 5-min. newscasts at :55, and at 8:25am & 12:25pm. 21 2-min. Headline capsules at :28.

Balanced popular music, Pick Hit, Million Sellers, memory tunes, album selections. Music is varied from day-part to various audience segments.

# LANSING

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WILS	10	12.60 6-10a	Other On Request				100%	50%	10.20	9.60
	15	12.								
	20	11.40								
WITL	12	7.50 6-9a	6.50 9-4p	7.50 4-7p			75%	50%		
	18	6.50	5.50	6.50						
	24	6.	5.	6.						
WJCO	6	5. All periods					80%	60%		
	12	4.75								
	18	4.50								
	24	4.								
WJIM	6	12. 6-10a	11. 10-3p	12. 3-7p	11. 7-10p	8.50 10-6a	See Card		5%	10%
	13	11.50	10.50	11.50	10.50	8.				
WVIC	20	6.50 All periods								
	30	6.								
	40	5.								

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

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THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149



Indep.  
1320 kc  
5,000 w days  
1,000 w night

Lansing, Michigan  
**WILS**

MBS Affil.  
1010 kc  
500 w

-239-

Lansing, Mich.  
**WITL**

Alan Torbet Associates

MAB RAB

Stone

Mid-West Family Group

MAB

AM	PROGRAM	TYPE	COMMENTS
5	EAST OF MIDNIGHT Chris Thompson	Pop.- Stand.	(from midnight) Time, Temp, Weather, Sports
6	BOB PEARSON SHOW	Pop.- Stand.	Time, Temp., Weather, Sports, Traffic Reports, News-every 30 Min. 15-min. News 8 AM, Farm News Round-Up at 6:55, Ted Malone Show, 8:55, Lee Murray Show 9:55 Bob Runyon - 15 Min. Inter- view-discussion with every- one from Governor on down on State & National issues.
7			
8			
9			
10	GENE HEALY SHOW	Pop.- Stand.	Social & Civic Events, Lost & Found, Time, Temp., Weather, News on the Hour, 12:30 PM - 15 Min. Comprehensive News.
11			
N			
1			
2	ERIK FURSETH BUMPER TO BUMPER  (Erik-0)	Pop.- Stand.	Time, Temp., Weather, Sports, Traffic Reports, Stock Report, News every 30 min.
3			
4			
5			
6	CRAIG DUDLEY	Pop.- Stand.	Time, Temp., Weather, Sports, Sound Survey Count- down.
7			
8			
9			
10			
11			
M	EAST OF MIDNIGHT Chris Thompson	Pop. Stand.	Time, Temp., Weather, Sports

AM	PROGRAM	TYPE	COMMENTS
5			
6	TOM ALLEN SHOW	C & W	Lively wake-up show with sprinkling of topical humor. Pacesetter news (5 min.) at 7, 8 and 9 a.m. Sports (1½ min.) at 7:15, 8:15. Weatherwatch (1 min.) at :15 and :45 after each hour Mutual News on the half-hour.
7			
8			
9	CHUCK WARREN SHOW	C & W	Bright midday show for the housewife. Pacesetter news (5 min.) on the hour. Mutual News at :30. Tradio 5 min. telephone participa- tion show at 10:45, 11:45. Listeners phone in with items to buy, sell or trade.
10			
11			
N			
1			
2	PARTY LINE Chuck Drake	Int. Disc Tel. Part	
3	BOB LEE SHOW	C & W	Pacesetter news on the hour. Weatherwatch at :15 and :45. Mutual News (5 min.) at :30. Sports (1½ min.) at :15 after each hour.
4			
5			
6			
7			
8	VAUGHN RYAN	C & W	Pacesetter News on the hour. Mutual News at :30. Weather at :45. Sports at :15.
9			
10			
11			
M	Midnight sign off		

OVERALL TYPE Pop.-Stand.

OVERALL TYPE C & W

WILS has news every hour on the hour, news every 30 mins. during drive time, 6-9AM, 3-6PM, 3 major 15 mins. news-casts at 8AM, 12:30 PM & 6 PM with Bob Runyon. High School & Michigan State Univ. sports events play-by-play throughout the year. 15-min interview-disc program at 9AM with Bob Runyon. Our week-end format is much the same with the exception of Sunday morning which is devoted to religious programming from 7AM to 12 Noon. WILS is a very mature modern format station. Our personalities have been with us for years and are well integrated in the community and many public service areas.

All adult oriented programming. 100% modern, country-politan.

Channel 10 Affil.  
1510 kc  
5,000 w

-240-

Jackson, Mich  
(Lansing)  
**WJCO**

NBC Affil  
1240 kc  
1,000 w day  
250 w night

Lansing, Mich.  
**WJIM**

Adsm Young

NAB RAB

Robert Eastman

AM	PROGRAM	TYPE	COMMENTS
5			
6	CHUCK ALLEN SHOW	C & W	Morning man Chuck Allen bringing the top forty, plus new records.
7			
8			
9			
10	JOE PYNE	Talk Int.Disc	Talk - personality
11	PARTY LINE	Talk Serv.	Household hints and general local topics.
N	News LUNCHEON AT GILBERTS	Talk Int. Disc.	Interviews of celebrities, local organizations, local events. Community bulletin.
1	DAVE HENDERSON	C & W	The Country Gentleman plays "top forty" country music.
2			
3			
4	CASH McCALL	C & W	Top forty
5			
6			
7			
8			Sign-off at local sunset
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	JIM SHAW SHOW (from midnight)	Contemp.	Locally originated newscasts daily: 2 min. at :30...one 10 min. at 7:30 a.m.
6	SALUTE TO YOUTH	Contemp.	1 1/2 min. Headline Capsule at 5:15, 6:15, 7:15, 8:15 a.m.
7	J. Stearn		20 Network newscasts daily.. 5 minutes on the hour.
8			Programs interrupted for bulletins.
9			Four news announcers...9 working exclusively on news.
10	JIM ST. JOHN	Contemp.	Remote cars are used for on-the-spot broadcasting of news.
11			Remote reports or "Beeper Phones" are regularly used on news stories.
N			Wire Service: AP
1			Emphasis is on local, national, and international news.
2			Occasionally News Director broadcasts editorials...on Chamber of Commerce turning down campaign to Fund Rose Bowl Float for M.S.U. Game; destroying Olds mansion (founder of Oldsmobile); etc. Rebuttal time is offered for opposing interests.
3	JON E. MOORE	Contemp.	
4			
5			
6			
7	BILL GIBSON	Contemp.	
8			
9			
10			
11			
M	JIM SHAW SHOW (to 6 a.m.)	Contemp.	

OVERALL TYPE C & W

OVERALL TYPE Contemporary

NEC News on the hour. NBC Emphasis. Local news on the half-hour. Sports at :45.

Survey of 25 top records (determined by local retail sales), supplemented by 25 "extra" which in station's judgement will become hits. One "Oldie" per hour, pick hit every other hour.

Amer. Info. Network Affil.  
 Amer. Enter. Network Affil.  
 730 kc  
 500 w

-241-

Lansing, Mich.

**WVIC**

Pearse Sales

AM	PROGRAM	TYPE	COMMENTS
5			
6	JIM MITCHELL SHOW	Pop. Stand.	Amer. Information news every hour on the hr. Local news at 7:30 & 8:35am. Paul Harvey news at 8:30am. Weather :15 & :45. News & features interspersed throughout the show. Conversational without becoming gabby. Lou Boda sports at 7:35 and 9:30am.
7			
8			
9			
10	ROY YOUNGMARK SHOW	Pop. Stand.	Amer. Info. news every hour on the hr. 15 min. midday report at noon. Weather :15 & :45. Paul Harvey news at 12:30. Information features at 11:30, 1:30. News and features are interspersed throughout the program. Conversational and witty without being overbearing. Stock Market information every hour.
11			
N			
1			
2	RICK STEVENS SHOW	Pop. Stand.	Amer. Info. news every hour on the hr. Information features at 2:30, 3:30. Local news at 4:30 and 5:00. Final Market report at 5:30. Other reports on the market every hour. News and features interspersed throughout the program. Shows host is friendly and conversational without being too talkative.
3			
4			
5			
6			
7			Sunrise to local sunset.
8			
9			
10			
11			
M			

OVERALL TYPE Popular-standard

Middle-of-the-road, good music is our calling card.

# LITTLE ROCK

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KAAY	6	21. 6-10a	19. 10-12n	20.50 3-7p	17. 7-12m	10.50 12-6a	80%	Morn. drive 11. flat Other 50%		
	12	19.50 12n-	18. 12:30-3	19.50	16.					
	18	18.50 12:30	17.	18.50	15.	9.50				
	24	17.50	16.	17.50	14.	8.50				
KARK	6	20. 6-10a	15. 10-4p	18. 4-7p	12. Other		80%	60%		8%
	12	19.	14.	17.	11.					
	18	18.	13.	16.	10.					
	24	17.	12.	15.	9.					
	30	15.	11.	13.	8.					
KLRA	12	19. 6-11a	14. 11-4p	19. 4-7p	9.50 7-----5a	80%				
	18	18.	12. 5-6a	18.	9.					
	24	16.	11.	16.	8.					
	30	15.	10.	15.	7.50					
KOKY	10	9. All periods								See Card
	15	8.50								
	20	8.								
	25	7.50								
KXLR	6	12. 6-9a	10. 9-4p	12. 4-7p	10. 7-----6a	75%	50%	10%	15%	
	12	11.	9.	11.	9.					
	18	10.	8.	10.	8.					
	24	9.	7.	9.	7.					
	30	8.	6.	8.	6.					

Indep.  
1090 kc  
50,000 w

Little Rock, Ark.

**KAAY**

NBC Affil.  
920 kc  
5,000 w

-245-

Little Rock, Ark.

**KARK**

John C. Butler LIN Stations RAB

Blair Mullins Bdcstg. Co. NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	WORLD TOMORROW Rev. Buddy Tucker	Relig.	Block of discussion and religious programs.
6	MARVIN VINES	Serv.	Ark.Agric. weather, Farm Mkt & Farm news:Action on Farm.
7	SONNY MARTIN	Pop. Contemp.	Sonny Martin starts his Little Rock fans morning with a happy bright, sun-shiny sound.
8			
9			
10	MIKE McCORMACK	Pop. Contemp.	Chore-bound housewives are entertained & informed.
11			
N	MARVIN VINES	Talk-News	Mkt.trends;Farm news,Agric. weather;Progressive Agric.
1	TOM ROBBINS	Pop. Contemp.	Balances an afternoon of family entertainment.
2			
3	CHARLIE KING	Pop. Contemp.	Charlie changes pace and brightens the afternoon and traffic hours with the tops in popular-contemporary music.
4			
5			
6			
7	BACK TO THE BIBLE LIFE LINE THE WORLD TOMORROW	Talk-Relig.	Block of discussion and religious program. Rev. Buddy Tucker
8	KEN KNIGHT	Pop. Contemp.	Ken Knight guides his following through the evening hours with bright talk and bright music.
9			
10			
11			
M	CLYDE CLIFFORD (to 5am)	Pop. Contemp.	

AM	PROGRAM	TYPE	COMMENTS
5	FARM FARE	Serv.	Don Corbet reads mail in trading post style.
6	RFD FARM REPORT Bob Buice	Talk Serv.	Mkt. reports; farm news, interviews, special guests, farm weather.
7	BILL DIETZ SHOW	Stand. Pop.	Heavy emphasis on local news coupled with NBC & ARN News; light, easy-to-"wake up" to music. Regular time & temp. checks plus traffic conditions.
8			
9	LIVE BETTER ELECTRICALLY HR.		Beautiful stereo music sponsored by Ark Power & Lt. Co.
10	BILL DIETZ SHOW	Stand. Pop.	More popular records, station promotion, news, weather & the fun loving personality of the morning music man. Also double exposure on TV. 12 noon, Farm News, NBC, lcl news, weather, guests and market reports.
11			
N	OPEN LINE	Tel.Part.	Comments on current events.
1	JIM ELDER SHOW	Stand.	Music of the great band era along with news of sporting world, NBC, ARN & lcl newscasts. Afternoon entertainment changes with great songs of days gone by. Jim Elder with "Quiet" sense of humor adds the right touch for change of pace.
2			
3			
4			
5	LLOYD DENNEY (Mon.,Tues.,Wed.)	Stand. Pop.	Both DJ's have good show personalities. A late afternoon and evening program of good listenable music... good pop designed to appeal to the whole family. NBC News, local news, weather, temp. checks. 4:45-5pm-original Lum & Abner Show. 5pm NEWSCOPE-most complete news block in Arkansas. 6:05-6:20 Harold Enaley in nationally known hunting and fishing program.
6	MAC YOUNG (Thurs. & Fri.)		
7			
8			
9	NIGHT BEAT	Stand. Pop.	Specially selected good late evening music. NBC News 9, 10 & 11pm.
10	Lloyd Denney (Mon.,Tues.,Wed.) Mac Young (Thurs. & Fri.)		
11	ARTHUR MURRAY SCHOOL OF DANCE	Stand. Pop.	Good dance-type music featuring big bands from the past and present.
M			

OVERALL TYPE Popular-contemporary

OVERALL TYPE Standard-popular

National Award winning News on the hour. Bannerline Sports on the half-hour. Sports at :15. Farm program blocks at 6am and 12 noon. Programming is pop-contemp. with 24 hr. 50kw service. Religion is scheduled early morning across the board. Regular editorial stands taken on local and regional civic issues. U. of Ark. football, Ark. St. Univ. football and Southland Conference basketball. Selected post season bowl games according to local interest.

Emphasis on news, information and familiar music. Up-tempo to give a lift to listeners. Each Music Man has a personality of his own, thus making a nicely balanced day and evening of good radio entertainment. U. of Ark. football & basketball; Ark. Traveler baseball; Major league All-Star baseball game; special football games. World Series baseball; Oaklawn Park Racing results; H.S. football, NBC Youth Forum (Sun.); Weekend Monitor. KARK is the only NBC Radio affiliate in Arkansas.



Indep.  
1010 kc  
10,000 w day  
5,000 w night

-244-

Little Rock, Arkansas

**KLRA**

Edward Petry

NAB

Indep.  
1440 kc  
5,000 w

Little Rock, Arkansas

**KOKY**

Dore & Allen

AM	PROGRAM	TYPE	COMMENTS
5			
6	FARM SHOW	Talk serv.	"Brother Hal"
7	"BROTHER HAL" SHOW	C & W	With Hal you are certain, "if he tells it, you sell it"...Brother Hal has good old' time country wit, good music - some C & W, some standards. Time, weather & service report.
8			
9			
10			
11	DICK ALFORD SHOW	Pop.- Stand.	
N			
1			
2			
3	JERRY HENDRIX SHOW	Pop.- Stand.	
4			
5			
6			
7			
8	PAUL DEMAREE SHOW	Pop.- Stand.	
9			
10			
11			
M			
OVERALL TYPE		Pop.-Standard	

AM	PROGRAM	TYPE	COMMENTS
5	OLD TIME RELIGION	Relig.	Negro Gospel favorites with Church news on the hour and half-hour. News, weather and local news.
6	Bro. Alvin White		
7	THE EARLY SHOW Dextral Alexander	R & B Contemp	The latest Negro R&B mixed with rock and roll with Dextral Alexander. Newsman Homer White handles the news on the hour and half- hour plus news commentary at 8:30.
8			
9	HALLALUJAH TRAIN	Relig.	Negro Gospel favorites along with Church news, obits., Church and goodwill announcements.
10	Bro. Alvin White		
11	NOON FLIGHT Dextral Alexander	Negro Pop. Album	High grade Negro pop. music by Dextral Alexander along with complete news on hour and half-hour with newsman Homer White. Womans Director Iberia Whitfield interviews at least two well-known people a day - white and Negro.
1			
2	WEST 9TH STREET BLUES ASSOCIATION	R & B	Pure Negro blues - the bluest - Leo Carter
3	LATE SHOW WITH "JOCKO" Leo "Jocko" Carter	R & B Contemp	Now in his 10th year with the same program, Jocko plays the latest music for teens and young adults.  News provided by Homer White.
4			
5			
6			
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Religious - Rhythm & Blues	

5 min. news at :55  
Weather reports every  $\frac{1}{4}$  hr.  
Stock market reports 10:30 am, 3:30 pm.  
Sports events such as the Indianapolis 500 mile speedway  
race on Memorial Day, Oaklawn Park racing results,  
St. Louis Cardinal games, Univ. of Ark. football and  
Basketball games. Other outstanding football games  
throughout the nation are broadcast during the football  
season.

Every type of Negro community service.  
The only Negro Radio station in Arkansas until recently.  
KOKY performs every type of community service.

ABC & MBS Affil  
1150 kc  
5,000 w day  
1,000 w night

-245-

Little Rock, Arkansas

**KXLR**

Stone

AM	PROGRAM	TYPE	COMMENTS
5	BACK TO THE BIBLE	Relig.	<p>KXLR schedules the top in the C &amp; W field, as well as old standards favorites (Country Classics).</p> <p>A Hymn of the hour if played at :50 of each hour available</p> <p>ABC News at :55 - MBC News :30. 6:45 - 6:55 a.m. "Swap Shop". Local &amp; AP News. In addition: Tom Harmon, Chris Schenkel, Edward P. Morgan, Bill Stern, Alex Dreier, Bob Considine - all news &amp; sports features.</p> <p>KXLR is a full-time 24 hour C &amp; W station, carrying top national news and sports features as well as broadcasting local high school sports (in season) and carrying Arkansas Razorback Football games. Format-wise, we feature the "Happy Sound of Country Music" around the clock.</p>
	COUNTRY MUSIC	C & W	
6	COUNTRY MUSIC	C & W	
7	"Cuzin George"		
8			
9	COUNTRY MUSIC "Doctor" Dean	C & W	
10			
11			
N	PAUL HARVEY NEWS	News	
1	COUNTRY MUSIC	C & W	
2	Billy Dixon		
3			
4	COUNTRY MUSIC "Cuzin George"	C & W	
5			
6	LIFELINE (15")	Relig.	
7	NEWS FEATURES		
8	COUNTRY MUSIC Bill Summers	C & W	
9			
10			
11			
M			

OVERALL TYPE Country & Western

ABC News at :55. MBC News :30. 6:45 - 6:55 a.m. "Swap Shop". Local and AP News. In addition: Tom Harmon, Chris Schenkel, Edward P. Morgan, Bill Stern, Alex Dreier, Bob Considine - all news and sports features.

KXLR is a full-time 24 hour C&W station, carrying top national news & sports features as well as broadcasting local high school sports (in season) and carrying Arkansas Razorback football games. Format-wise, we feature the "Happy Sound of country Music" around the clock.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# LOS ANGELES

## WEEKLY ANNOUNCEMENT PLANS GUIDE

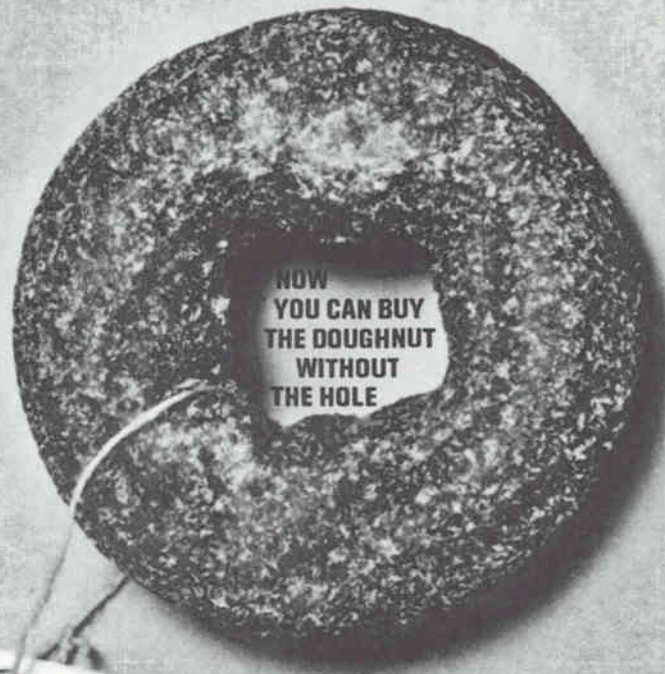
This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.	
KABC	6	77. 6-10a	57. 10-3p	77. 3-7p	47. 7-12m	25. 12-5a	80%	50%	7½%	10%	
	12	71.	52.	71.	43.	flat					
	18	67.	48.	67.	41.						
	24	63.	46.	63.	39.						
KALI	18	19.50 4 wk. min. ROS					60%				
	24	18.50 All periods									
	30	17.50									
	36	16.50									
	42	15.50									
KBIG AM/FM Comb.	10	25. ROS									
	20	22.									
	30	20.									
	40	17.									
KBBQ		6a			Midnight	12-6a	80%	50%	10%	15%	
	12	12.				4.80					
	20	11.				4.40					
KEZY	5	34. 6-10a	26. 5:30-6a	34. 3-7p	26. 7-8p	14. after 8p	see card				
	10	32.	23. 10-3p	32.	23.	13.					
	20	30.	21.	30.	21.	12.					
	30	28.	19.	28.	19.	11.					
KPAC * Freq Rates (AM 20% off listed rates)	10	71. 6-9:30a	63. 9:30-4p	71. 4-7p	63. 7-11p	56. 11-1a 5-6a	85%	50%			
	25	67.	59.	67.	59.	52.					
	65	63.	54.	63.	54.	48.					
	130	59.	50.	59.	50.	44.					
	260	54.	46.	54.	46.	40.					
	312	50.	42.	50.	42.	36.					
	500	48.	39.	48.	39.	32.					
1000	45.	36.	45.	36.	29.						
KFI		5-6A 6-10a	10-3:30p	3:30-7p	7-10:30p	11-12m 12-5a	See Card	50%			
	5	57.60 115.20	81.60	115.20	81.60	33.60 19.20					
	10	55.20 110.40	78.20	110.40	78.20	32.20 18.40					
	15	52.80 105.60	74.80	105.60	74.80	30.80 17.60					
	20	49.20 98.40	69.70	98.40	69.70	28.70 16.40					
	25	46.20 92.40	65.45	92.40	65.45	26.95 15.40					
KPWB	6	80. 6-10a	54. 10-3p	72. 3-7p	36. 7-11p	10. 11-6a	80%	60%	5%	10%	
	12	80.	51.	68.	34.	flat					
	18	75.	48.	64.	32.						
	24	75.	45.	60.	30.						
	30	70.	42.	56.	28.						
	36	70.	39.	52.	26.						
KCBS	7	42. All periods							See Card		
	14	40.									
	21	38.									
	28	33.									
KFI	5	115.20 6-10a	81.60 10-3:30	57.60 10:30-11p	33.60 11-12m	19.20 12-5a	See Card	50%			
	10	110.40 3:30-7	78.20 7-10:30p	55.20 5-6a	32.20	18.40					
	15	105.60	74.80	52.80	30.80	17.60					
	20	98.40	69.70	49.20	28.70	16.40					
	25	92.40	65.45	46.20	26.95	15.40					

# announcing the biggest news in new york radio in 25 years...



The doughnut we're talking about is the rich ring of close-in suburbs where they spend more money on more things more often than they do in New York City. You can wrap up this big market in a single efficient and effective radio buy for the first

time ever with Greater New York Radio, a powerhouse combination of four of the nation's top suburban stations with audience and impact that stacks up as a brand-new major radio station. It's one buy. One bill. One attractive rate. When you're after the doughnut, it doesn't make sense to put all your money in the hole. Get the full story from your Petry man or from Greater New York Radio. And have your girl keep the coffee hot, we'll bring the doughnuts. GREATER NEW YORK RADIO, 509 MADISON AVENUE. 752-1455.



STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
KUPJ *	1	50.	6-10a	42.	10-3p	50.	3-7p	42.	7-----6a	80%					
	Freq.	78		34.		38.		34.							
	Rates	156		26.		30.		26.							
		234		24.		28.		24.							
		312		23.		26.		23.							
		468		22.		25.		22.							
		624		21.		24.		21.							
	936		20.		23.		20.								
KGIL *	13x	46.	6-10a	38.	10-3p & 5:30-6a	46.	3-7p	27.	8-----5:30a	See Card					
	Freq.			36.	7-8p	43.		26.							
	Rates	26x		34.		41.		24.							
		52x		32.		39.		23.							
		104x		30.		37.		22.							
		312x		28.		35.		21.							
		624x		26.		33.		20.							
	900x														
KHJ	6	99.	6-10a	88.	10-3p	99.	3-7p	66.	10-1a	18.	1-5a	See Card	50%	5%	10%
	12	94.		82.	7-10p	94.		60.	5-6a	flat					
	18	90.		78.		90.		56.							
	24	86.		74.		86.		52.							
	30	82.		72.		82.		48.							
	36	78.		68.		78.		44.							
KIEV	12	11.75	All periods (min. 4 wks.)								9.75				
	18	11.50								9.50					
	24	11.25								9.25					
	36	10.75								8.75					
	48	10.25								8.25					
KKAR	10	4.75	6:30-	3.80	9:30-	4.75	3:30-					75%			
	20	4.50	9:30a	3.60	3:30p	4.50	6:30p								
	30	4.25		3.40		4.25									
	40	4.00		3.20		4.00									
KLAG	6	100.	6-10a	72.	10-3p	100.	3-7p	36.	10-1a	25.	1-5a	80%	50%		10%
	12	90.		68.	7-10p	90.		34.	5-6a	flat					
	18	80.		64.		80.		32.							
	24			60.				30.							
KMPC	10	96.	6:30-	68.	9:30-	96.	3:30-6:29	54.	10-	12.	12-5:59	See Card		10%	20%
	20	90.	9:29a	64.	3:29p	90.		51.	11:59p	flat					
	30	84.		60.	6-6:29a 6:30-10p	84.		48.							
KHX	6	95.	6-10a	80.	10-4p	95.	4-7p	60.	7-----6a			80%	50%		
	12	85.		70.		85.		50.							
	18			60.				40.							
KPOL	6	110.	6-10a	79.	10-3p	110.	3-7p	45.	7-12m		12-5a	80%		10%	15%
	12	105.		77.		105.		44.							
	18	102.		75.		102.		43.							
	24	100.		72.		100.		42.							
	36	97.		68.		97.		39.							
KPKD	6	25.	6-10a	23.	10-3p	25.	3-7p					80%	50%		
	12	23.		21.		23.									
	18	21.		19.		21.									
	24	20.		18.		20.									
	36	19.		17.		19.									
KRLA	6	80.	6-10a	65.	10-3p	80.	3-7p	50.	9-M	30.	M-6a	75%	50%	20%	
	12	75.		60.		75.		45.		25.					
	18	70.		55.	7-9p	70.		40.		20.					
	24	65.		50.		65.		35.		15.					
	36	60.		45.		60.		30.		10.					
KWKW *	52	22.	5:30							13.25	10p-	80%	50%		
	Freq.	156								12.	5:30a				
	Rates	260								11.					
		312								10.25					
		624								9.50					
		1000								9.					
X-TaA	6	60.	6-10a	30.	10-3p	42.50	3-7p	20.	7-12m			80%	70%		
	12	55.		30.		40.		20.							
	18	50.		30.		37.50		20.							
	24	45.		30.		35.		20.							
	30	40.		30.		30.		20.							

ABC Affil  
790 kc  
5,000 w

-250-

Los Angeles, Calif.

**KABC**

Indep.  
1430 kc  
5,000 w

San Gabriel, Calif.  
(Los Angeles)

**KALI**

Katz NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	NEWSWATCH MORNING EDITION	Talk-News Serv.	A blend of regional, national, world news, and sports with helicopter traffic reports, time and plenty of L.A. news. With Don is Frank Hemingway, P. McGuinness, Bill Jones, Don Gardiner, Paul Harvey, Baxter Ward, Allin Slate, William Thomas and a "Lady Bird" traffic reporter.
6	Don Allen		
7			
8			
9	MICHAEL JACKSON	Talk-Int. Disc.	Features interviews with newsmaking figures, conference interviews. Show is controversial and provocative.
10			
11			
N	PAUL HARVEY NEWS	Talk-Int. Disc.	Conversationalists with unlimited subject matter.
	PAMELA MASON		
1	MARV GRAY	Talk-Int. Disc.	Controversial show with telephone interviews and discussions.
2			
3			
4	NEWSWATCH AFTERNOON EDITION	Talk-News Serv.	A. Dreier, Allin Slate, T. Harmon, P. McGuinness, Wm. Thomas, F. Hemingway. L.A. & West Coast reports; Business and Stock Market; sports; commentary. KABC "Lady Bird".
5			
6			
7	RAY BRIEM	Talk-Int. Disc.	Tel. interview & discussion on controversial subjects.
8			
9			
9	STEVE ALLISON	Talk-Int. Disc.	Controversial and provocative show featuring interviews with newsmaking figures and conference interviews.
10			
11			
M	RAY BRIEM	Talk News	Telephone calls around the country.

OVERALL TYPE Talk

10 min. of news every hour on the hour with helicopter reports in morning and afternoon commuter times from KABC's "Lady Bird". Known as "News & Conversation Station of Los Angeles", KABC pioneered all-talk format in 1960. Largest radio news staff in West with mobile and helicopter traffic reports. Innovators of tel. part. shows and recently the interview conference calls for radio talk shows.

UBC Tele-Broadcasters Station RAB

AM	PROGRAM	TYPE	COMMENTS
5	SALVADOR SOLIS	Ethnic (Span.)	The best of music
6	PEPE PENA		
7			
8			
9	MARGARITA O'FARRILL	Ethnic (Span.)	Direct line to the housewife in informal style by 27 yr. old mother of five.
10			
11			
N	MARTIN BECERRA	Ethnic (Span.)	Good music, participation in club "Escoba y Plumero" (broom & mop club) that numbers many thousands of loyal listeners. A phone contest that pays off in merchandise prizes. Plus Becerra a low key personality with the strongest mid-day following in Spanish language radio. Top recording star himself.
1			
2			
3	HERNAN QUEZADA	Ethnic (Span.)	A bright young voice that reaches and reacts to teenagers of all ages. The music fits the after school pattern for the Spanish speaking teenager who gets good music plus radio in Spanish. Super NAN - a combination of super KALI and "nan" from Hernan and we get Super Nan.
4			
5			
6			
7	XAVIER NAVARRO	Ethnic (Span.)	A style of presentation that makes every listener feel that this is for him or her. A selection that ranges from soft dinner music to driving dance tunes. No neglect of the traditional rancho style of music that pleases the older audience as well. The Chico Ye-Ye, as he is called, competes successfully against television.
8			
9			
10			
11			
M	SALVADOR SOLIS (to 5:30am)	Ethnic (Span.)	Captain Midnight delivers in a strong well known voice.

OVERALL TYPE Ethnic - Spanish

Full services from the Associated Press. News on the half hour and on the hour, twenty four hours a day. Kali-copter reports during traffic hours from 5:30am to 9:30am and from 3:30pm to 6:45pm, at 15 min. intervals plus on the spot reports as the news breaks. With 509 miles of freeway nobody can escape this necessary way of travelling and a Kali-copter report in Spanish keeps our audience informed.

Indep.  
1500 kc  
10,000 w day  
1,000 w night

Los Angeles, Calif.

**KBBQ**

Indep.  
740 kc  
10,000 w

-251-

Los Angeles, Calif.

**KBIG**

Adam Young

NAB

Stone

AM	PROGRAM	TYPE	COMMENTS
5	EDDIE BRIGGS	C & W	Valley's all-night friend
6	HARRY NEWMAN SHOW	C & W	Top banana in the morning wherever he's been. He's alive, affable, warm and goes great with bacon and eggs! A veteran of the big radio circuit and longest in service at KBBQ. Top air-salesman!
9	LARRY SCOTT SHOW	C & W	Deep-voiced and as home-spun as they come. Knows his music and his audience. Personally knows all the country artists and you can tell the "pro" sound immediately. His career IS country music!
N	HUGH JARRETT SHOW	C & W	He's magic! Former member of "The Jordanaires" and MC for Elvis Presley. Has movie and record credits galore. Here's Mr. Showmanship in country music!
3	BOB JACKSON SHOW	C & W	Wild sense of humor. Does voice characterizations that make his program a variety show! Professional musician and a great comedian. Steeped in country music and the people who make it.
7	CORKY MAYBERRY SHOW	C & W	Corky bubbles like champagne He ideally suits the dinner audience and then paces himself into a delightful upbeat evening mood tailored to entertain a mixed audience until midnight. Takes phone requests and you can tell he likes what he's doing - all 5 hours.
M	EDDIE BRIGGS	C & W	The program where the big country acts drop in to visit every night.

AM	PROGRAM	TYPE	COMMENTS
6	MORNING SOUNDS Ray Willes	Pop. Stand.	Recorded middle of the road music on the bright side. Also news with audio cuts, Sports with Bob Beban and Stock news at 8:40am. News with Chuck Walsh.
10	PHILLIP NORMAN SHOW	Pop. Stand.	Recorded music hosted by Carl Bailey with special topical comments by Phil Norman every quarter hour for about 5 minutes. News and sports on the half-hour. Catalina Channel weather on the hour.
3	CARAVAN Chuck Walsh	Pop. Stand.	Records & news. Sports on the half hour with Catalina Channel weather on the hour.
5	NIGHT FINAL	Talk News	Complete roundup with Beban. Sports and Stock summary.
6	CARAVAN	Pop. Stand.	Caravan continues until sign-off
			Sunrise to local sunset

OVERALL TYPE

C & W

OVERALL TYPE

Popular standard

KBBQ's sound is modern country in its best and fullest sense. The contemporary feeling is achieved through the crisp, bright performance of experienced, professional personalities. A sophisticated sound warmed by a responsive interest in the needs of the community. News every hour. Sports in drive time. The now-generation performers concentrate on the "Sizzlin Sixty", the best of the modern-country music, by big name artists, many in pop field. Additional old favorites and new releases selected by the Program Dep't. to integrate with the modern country sound.

Music, news and sports station slanted toward our local listeners.

ABC Enter. Network Affil. -252-  
1580 kc  
50,000 w

Los Angeles, Calif.

**KDAY**

Indep.  
1190 kc  
5,000 w day  
1,000 w night

Anaheim, Calif.  
(Los Angeles)

**KEYZ**

Rollins Station				Meeker			
AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5				5	GLENN EDWARDS SHOW	Pop.	(from 12 Mid.)
6	GENE PRICE SHOW	Pop. Stand.	KDAY Radio is the Sound of Entertainment providing more music and less talk. Not jazz, not lullaby strings and not rock, but music that is bright, cheerful and alive.	6	TED QUILLIN SHOW	Pop.	A bright blend of popular music delivered with comedy by the top morning man in the mkt. Jay Davis-lcl. Orange County, Regional & Nat'l news. Bill Brundige Sports (5min) 7:15, 7:45 & 8:15. News & comments on sports by famous personality. Time, weather, community service announcements. Air Traffic Patrol rpt. with Cal Worthington every 10mins
7				7			
8				8			
9				9			
10	BREAKFAST CLUB Con McNeil	Variety	Commentaries of Joseph C. Harsh. The Don McNeil Show and a host of ABC News programs.	10	ARNIE McCLATCHEY SHOW	Pop.	A well produced & presented show of recorded music with latest popular hits. The best in the name artists, mixed with the Golden Hits. Contests and prizes. Directed to the housewife.
11	ED ARNOLD SHOW	Pop. Stand.		11			
N				N			
1				1			
2	FRANK THOMPSON SHOW	Pop. Stand.	AEN News on the half-hour every hour. Local news briefs :58 Complete local news at :55 in drive times.	2			A super star - top Disc Jockey in all of Southern California. Solid pop and golden hits by top name entertainers. Ed Nix on the news - slanted specifically for Orange County. Sports and traffic. Bill Brundige Sports Show at 5:15 and 6:00pm.
3				3	BOB HUDSON SHOW	Pop.	
4				4			
5				5			
6				6			
7				7	ARLIN MILLER SHOW	Pop.	Popular music directed to the young adult. All the latest easy listening. Popular music along with the Golden and comedy albums, comedy spotlights dispersed throughout the well-produced and directed program. Contests and prizes.
8			8				
9			9				
10			10				
11				11			
M				M	GLENN EDWARDS SHOW (to 6am)	Pop.	One of the most successful nighttime personality shows.
OVERALL TYPE				OVERALL TYPE			
Popular-standard				Popular			
<p>News at :55 every hour. Live actuaeries, with local people in the news. Live UPI actuaries around the world. Extensive public service and community involvement activities throughout the news and in all other programming. KEYZ is the sports voice of Orange County, airing all big-time sports.</p> <p>Charger AFL Football Games. The CIF H.S., Junior College Football games KEYZ is the station that is concerned solely with Orange County. More on-the-spot broadcasting news &amp; sports wise.</p>							

Indep.  
1330 kc  
5,000 w

Los Angeles, Calif.

**KFAC**

NBC Affil.  
640 kc  
50,000 w

-255-

Los Angeles, Calif.

**KFI**

Edward Petry

NAB

Henry I. Christal

NAB

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC OUT OF THE NIGHT	Class.	Ed Stoddard and Fred Crane with finest classical music.
6	COFFEE CUP CONCERT	Show & Movie Light Class.	Typical selections would be Sound of Music; LaMancha score; Wine, Women & Song; Orchestras of Koatelanetz - Fiedler - Gould - Lavalle. Complete news block 7:55-8:45 am - news - sports - stock market.
7	Bill Carlson Bob Cornell		
8			
9			
10	CONCERT STAGE POPS CONCERT MUSIC HALL	Light Class.	Shorter concert pieces, foreign light music and luncheon music between 12 noon and 1 pm.
11	MASTERS IN MINIATURE INTERNATIONAL MUSIC HALL		
1	LUNCHEON AT THE MUSIC CENTER	Int.-Disc. Light Class.	Thomas Cassidy interviews personalities from music, art, theatre & film world.
2	MUSICAL MASTERPIECES LOOM OF MUSIC	Light Class.	Formal concert selections.. the entire spectrum of opera is covered. Thomas Cassidy, Bill Carlson and Carl Princi.
3	WORLD OF OPERA		
4	WORLD OF MUSIC SUNSET SERENADE	Show & Movie Light Class.	Typical selections would be Childrens' March, Bolero, LaVie Parisienne, Strauss Polkas & Waltzes, Highlights from Romberg and Kern. News every half hour.
5	CONTINENTAL VARIETIES DINNER CONCERT	Class.	
6	MUSICAL MILESTONES		
7	INTERLUDE IN STEREO ECHOES&ENCORES	Light Class.	Short concert features, plus show music. Howard Rhines
8	EVENING CONCERT	Class.	A two-hour formal classical concert.
9	Thomas Cassidy		
10	COLLECTOR'S SHELF Carl Princi	Class.	A dramatic contrast of rare collector's items plus brand new stereo releases.
11	CROSSROADS OF MUSIC Tom Dixon-B. Buell	Class.	The pre-romantic era is featured.
M	MUSIC OUT OF THE NIGHT	Class.	Ed Stoddard & Fred Crane with 6 hrs. of the finest classical music.

OVERALL TYPE Class.-Lt. Class.- Show & Movie

KFAC has been 'the music station' in Los Angeles since 1931. KFAC cannot be categorized since its programming is not duplicated anywhere in the country. KFAC combines the best of talk, show, concert and classical program features.

AM	PROGRAM	TYPE	COMMENTS
5	FARM & HOME JOURNAL Jim Todd	Talk- Serv.	Complete info & weather for Western farmers, ranchers, processors, distributors.
6	THE RED McILVAINE SHOW	Pop. Stand.	Warm wit, with a light and easy manner and a pleasant touch. Current popular music combined with all the traffic and weather information. Woven into the format is local KFI News with Pat Bishop, NBC reports, sports with Bob Catron and Business News with Leo McElroy.
7			
8			
9			
10	DICK SINCLAIR SHOW	Pop. Stand.	A very warm and compelling personality with 20 yrs. in broadcasting, Dick knows how to produce results.
11			
N	AFTERNOON DIGEST David Starling	Talk- Pop. Stand.	"Pick of the Periodicals" (condensation of articles), news headlines for the ladies, child care tips, gardening hints, and M.O.R. music.
1			
2	MUSIC TIME	Contemp. Pop.	Chuck is a veteran KFI broadcaster, with the station over 15 years. Features "music of the swinging 60's".
3	Chuck Cecil		
4			
5	NEWS BLOCK	Talk- News Sports Serv.	Five O'Clock Report-Dave Shaw; World of Sports-Chuck Bennett; Final; Business News; Feature Wire; Joe Garagiola Sports; Chet Huntley; News of the World.
6			
7			
8	TEMPO	Contemp. Pop.	Music, news, sports and interviews.
9	Bob Kerr		
10	NEWS LIFELINE MILESTONES IN MELODY	Talk Pop. Stand.	
11	NEWS WRAP UP	Talk- News	Complete news, sports, weather, actualities, Dave Shaw & Larry Chatterton.
M	OTHER SIDE OF THE DAY (to 5am)	Talk- Tel. Part.	L.A.'s original tel. talk show Ron McCoy's "Night Owls" have formed fan clubs.

OVERALL TYPE Popular-standard & talk

NBC Emphasis. NBC News on the Hour. Los Angeles Dodgers baseball. 5:55am Weather Summary. Pat Bishop News (5 times a day). Chuck Bennett Sports (2 times a day).



Indep.  
980 kc  
5,000 w

-254-

Los Angeles, Calif.

**KFWB**

Indep.  
1020 kc  
50,000 w

Los Angeles, Calif.

**KGBS**

Radio Adv. Repts.

Group W

NAB

Alan Torbet Assoc.

Storer Stations

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	ALL NEWS 24 HOURS A DAY	News	<p>Continuous flow of news presented by a local staff of 54 newsmen, editors, writers and editorial assistants.</p> <p>Augmented by bureaus in Sacramento and Orange County plus the national and international news gathering facilities of Group W (Westinghouse Broadcasting). Direct open lines to Group W stations in major U.S. cities plus fully-staffed Washington News Bureau. Foreign news service with Headquarters in London &amp; Bureaus in Paris, Rome, Saigon &amp; correspondents in leading world capitals and news hotspots. Group W commentators also file regular analysis of the news daily.</p> <p>Regular features include sports news and features, financial news, traffic reports, entertainment reviews, comparison shopping information, investigative documentary reports and station editorials.</p> <p>The only 24 hours a day all news radio station in Los Angeles.</p>
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N			
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M			

OVERALL TYPE All news 24 hours a day

AM	PROGRAM	TYPE	COMMENTS
5	HUGH CHERRY	C & W	<p>Modern Country Music, featuring current hits and albums, plus memory tunes. Five minutes of news at five minutes before each hour, and headlines at 25 minutes past the hour. Traffic, weather and sports included in news. Telephone actualities. News Director, Frank Evans.. Newscaster, Bill Jenkins, UPI and CITY NEWS Services.</p>
6	DON ELLIOTT	C & W	
7			
8			
9			
10	BOB KINGSLEY	C & W	
11			
N			
1			
2	GEORGE RICHEY	C & W	
3			
4			
5			
6	RON ERWIN	C & W	
7			
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M			

OVERALL TYPE C & W

News, sports & weather 5 min. before the hour & :25. News rewritten by News Dep't. Beepers with names in news used. 2 wires...UPI & Local City News Service. Pat Buttram with 5 min. comedy show at 8:30 a.m. Mon. - Fri.. Modern country music programming made up of the new Nashville Sound, full modern sound with top artists. Commercial limit 14 min. per hour. Relies on Personalities. Clever contests & audience promotions. Station stages Country Shows & Dances with live talent at least 12 times a year. Active in community affairs.

Indep.  
1230 kc  
1,000 w day  
250 w night

-255-

Los Angeles, Calif.

**KGFJ**

Indep.  
1260 kc  
5,000 w

San Fernando, Calif  
(Los Angeles)

**KGIL**

Bernard Howard

McGavren-Guild-PGW

Buckley Station

AM	PROGRAM	TYPE	COMMENTS
5	SPIRITUAL SUNBEAMS	Gospel	*Adults audience. 54% female, 46% male (6.5% teenage). Heavy traffic audience.
6			
7	LARRY McCORMICK	R & B	*Programmed for entire family, 47% male, 53% female (27% teenage) from 7-9 am with heavy bonus traffic.
8			
9	RUDY RUNNELS	R & B	*9-10am heavy housewife, 62% female, 38% male (3% teenage). 10-12 Noon programmed for housewife, domestics, and at-work listeners. 61% female, 39% male (2% teenage).
10			
11			
N	DR. SOUL	R & B	*Primarily housewife audience 1-3 pm. 66% female 34% male (13% teenage).
1			
2			
3	BIG JIM RANDOLPH	R & B	*3-4pm portion 54% female, 47% male, (19% teenage), with heavy bonus traffic. 4-6pm *entire family appeal with 52% female, 48% male, (21% teenage), plus heavy traffic.
4			
5			
6	TOM REED	R & B	*Programmed for entire family, plus heavy traffic audience between 7-8pm. 57% female, 43% male, (36% teenage).
7			
8			
9	LEE CROSS	R & B	*Programmed for entire family - 60% female, 40% male (48% teenage).
10			
11			
M	DOLPHINS OF HOLLYWOOD (till 5 am)	R & B	Fully sponsored
OVERALL TYPE		Rhythm & Blues	

AM	PROGRAM	TYPE	COMMENTS
5	LARRY HAYS	Pop. - Stand.	Midnight to 6, Mon. - Sat. Popular standards.
6	DICK WHITTINGTON	Pop. - Stand.	Popular standards plus original humor. Frank Bingman news, airborne traffic reports w/Bruce Payne, mobile traffic w/Jim Martin, sports with Stan Brown.
7			
8			
9			
10	DUDLEY WILLIAMS	Pop. - Stand.	Mon. thru Sat. ... This show continuously rated as one of the top women appeal shows in Los Angeles. Williams with KGIL 10 years. News: Jim Martin, Frank Bingman, Bruce Payne.
11			
N			
1			
2			
3	COMMUTE CLUB John Gilbert	Pop. - Stand.	Popular standards, albums, light humor. News w/Jim Martin, air traffic/ Bruce Payne, mobile traffic/ Jim Key, sports/Stan Brown. Financial news.
4			
5			
6			
7	GARY PARKER	Pop. - Stand.	Standards and albums in the nighttime mood. News/Jim Key.
8			
9			
10			
11			
M	LARRY HAYS	Pop. - Stand.	(above)
OVERALL TYPE		Popular-standard	

Two 3-min. casts per hour.  
15 min. before and after each hour.  
KGFJ maintains comprehensive news staff of four top-flight reporters and outside mobile unit. Covers all events of interest to the Negro Community with special direct broad-casts in addition to AP and City News Service. Bulletins as they happen.  
Serving the Negro Community of Southern California.  
\*Station Research

News every hour at :25 & :55. Skywatch Traffic Reports with Major Bruce Payne 7 - 9 a.m. & 4 - 6 p.m., Mon. thru Fri.. Sports with Stan Brown 7:28 a.m., 4:28 p.m., 6: 6:28 p.m., Mon. thru Fri..  
KGIL programs to the adults, with special emphasis in the San Fernando Valley area of Los Angeles. This area has a population of more than 1,200,000 with 83% working in the San Fernando Valley.

Indep.  
930 kc  
5,000 w

-256-

Los Angeles, Calif.

**KHJ**

Indep.  
870 kc  
500 w

Glendale, Calif.  
(L.A.)

**KIEV**

RKO Gen'l. Nat'l. Sales RKO Gen'l. Bdcstg. NAB

Direct

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	JOHNNY WILLIAMS SHOW (from midnight)	Contemp.	Midnight sounds for every-one...including insomniacs.	5	DOC HULL SHOW	C & W	Country music with humorous quips.
6	ROBERT W. MORGAN SHOW	Contemp.	Robert W. has sandwiched a remarkable radio career between campus days and his entry to Hollywood. In four major stations, he has scored #1 in every segment in which he has appeared.	6			
7				7			
8				8			
9	CHARLIE TUNA SHOW	Contemp.	The newest addition to the KHJ Boss Jock lineup came by way of Boston where he was the #1 afternoon drive man. In the short time he has been here, Charlie Tuna has already captivated Southern California listeners.	9			
10				10	JACK MORRIS SHOW	C & W	
11				11			
N	BOBBY TRIPP SHOW	Contemp.	Bobby Tripp's personality combines a youthful gaiety and a worldly maturity that Southern California's more than 2 million homemakers seem to find irresistible.	N			
1				1			
2				2	ARLEN SANDERS SHOW	C & W	
3	THE REAL DON STEELE SHOW	Contemp.	At KHJ, the ranting and raving fun-devil of the air waves is none other than America's #1 rated disc jockey, The Real Don Steele. Don captured #1 spots in Omaha, Washington, Portland and San Francisco before coming to Boss Radio.	3			
4				4			
5				5			
6	SAM RIDDLE SHOW	Contemp.	Without a doubt the hottest personality in the Southern California discotheque set. Sam adds Boss Radio to his already overpowering performance record.	6			5 A.M. to sundown
7				7			
8				8			
9	HUMBLE HARVE SHOW	Contemp.	Humble Harve sends out vibrations to his fans, featuring astological forecasts. He was responsible for naming the flower children and was the #1 DJ in Phila., prior to coming to L.A.	9			
10				10			
11				11			
M	JOHNNY WILLIAMS SHOW (to 6 a.m.)	Contemp.	Handled by Johnny Williams who puts out the midnight to 6 a.m. sounds for all.	M			
	OVERALL TYPE	Contemporary			OVERALL TYPE	C & W	

News at :40

9 full time newsmen plus sports with Danny Baxter.

KHJ is programmed to reach the 18-34 market throughout Southern California.

News at :55

5:25 AM Farm News

7:15-7:25 AM Race news

8:45-9:00 AM News Commentary

9:00-9:05 AM Health news

4:25-4:30 PM Sports news

5-5:15 PM race recall direct from Santa Anita track with race caller Joe Hernandez.

Indep.  
1220 kc  
250 w

-257-

Pomona, Calif.  
(Los Angeles)

**KKAR**

Jalco

AM	PROGRAM	TYPE	COMMENTS
5			
6	MIKE McKINNON	Pop. Stand.	Three very personable DeeJays blend skillfully our carefully selected "easy listening" music. The music selection is broad enough to have wide appeal...and, at the same time, carefully chosen so as to eliminate anything too far afield.
7			
8			
9	SWAP 'N' SHOP	Talk-Serv	K-KAR's easy listening format is a blend of the day's best adult-based singles and albums. Backing up the music is a complete newscast on the hour and headlines on the half-hour. (Very heavy emphasis on local news). Also, adding strong local emphasis are the two audience participation programs... Swap "n" Shop and Radio Bingo.
10	RADIO BINGO	Talk-Part.	
11	JOHN VOGEL	Pop. Stand.	
N			
1			
2			
3	GENE BUSH	Pop. Stand.	Sunrise to local sunset
4			
5			
6			
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-standard	

**SHOULDN'T YOU HAVE**

**YOUR OWN COPY**

**OF THE**

**1968**

**RADIO PROGRAMMING**

**PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

**"I'm in a telephone booth...**



**my wife is a diabetic...**



**I don't even have shoes...**



**and I want a goddamn job!"**



The story is true. The real man's name was Don. After months of welfare hand-outs, he'd reached the end of his rope. In one last act of desperation he made a phone call. To Les Crane, on KLAC Two-Way Radio.

Thousands heard Don's heart-rending story. And the response was immediate. They came to Don's house that night with clothes and food. He was offered a job and reported for work the next day. Don's new boss says he's a good worker and already has suggestions for improving the company's product.

Today Don's future is brighter. "It's nice to know somebody cares," he said later. Two-Way Radio involves people. It gives them a chance to voice their own opinions. Without you, there wouldn't be Two-Way Radio. And Don would still be jobless.

**KLAC / 57**

Metromedia Two-Way Radio in Los Angeles / Represented by Metro Radio Sales



Indep.  
570 kc  
5,000 w

-259-

Los Angeles, Calif.

**KLAC**

Indep.  
710 kc  
50,000w day  
10,000w night

Los Angeles, Calif.

**KMPC**

Metro Radio Sales      Metromedia Station      NAB RAB      Major Market      Golden West Bdcstrs.      NAB RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	THE MORNING REPORT	Talk-News		5	JACK ANGEL (from midnight)	Pop. Stand.	His humor, sparkle and fine music make for perfect all-night listening.
6	JOE PYNE	Talk Tel. Part.	A true professional & master of participation shows...the result of a lifetime of reading, research & personal curiosity. Pyne is highly informed on all subjects & his show contains all the ingredients of successful wake-up radio - news, sports weather, time, temp., stock mkt. reports and L.A.'s fastest and most complete traffic reporting system.	6	DICK WHITTINGHILL	Pop. Stand.	Dick's unique brand of music and nonsense has made "Did you Whittinghill this morning?" a common greeting in the Southland. Features "Story Record"-short stories leading into a record's title, contributed by audience. 8-8:30 news-business.
7							
8							
9							
10	JOEL A. SPIVAK	Talk-Tel. Part.	Known as a "wry" guy and phone diplomat, offering a wide variety of positive ideas. Will take a firm stand on many issues often subject to varying opinions. Dry Wit, dark vested suits and broad A's make him seem a typical New England intellectual, Joel grew up in L.A.	10	GEOFF EDWARDS	Pop. Stand.	In addition to upholding the station's high standards of quality broadcasting, Geoff has a good time with his show. His phone calls to far-flung places and/or for strange reasons, provide a most unusual feature of his show.
11							
N				IRA COOK			
1	BOB GRANT	Talk-Tel. Part.	A highly experienced two-way radio personality, Bob Grant comes from a background of news and entertainment with CBS & ABC. Well established in L.A., Grant has a well-deserved reputation as a crusader.	1	ROGER CARROLL	Pop.	Good manners and good humor combined. Roger likes to generate the feeling that "we're all sitting around in my den playing the records we most enjoy."
2							
3				GARY OWENS			
4	LES CRANE	Talk-Tel. Part.	Young, brash, energetic Les Crane makes a delightfully outspoken host for afternoon drive time. Crane, now a nationally known figure, is well informed, with a computer-type memory. His probing personality makes him a favorite of all.	4	ROGER CARROLL	Pop. Stand.	Roger's philosophy is "Music for diversified preferences." Leaning toward big bands and top vocals, the stress is on the best of popular records.
5							
6				SPORTS - NEWS			
7	TOM DUGGAN	Talk-Tel. Part.	A specialist in the field of interview-commentary, Tom is well qualified to speak out on major subjects. A diversified background sparks his personality with wit and kind of wisdom that comes with long experience.	7	JOHNNY MAGNUS	Pop. Stand.	Few talents in radio are able to transform the stereotyped DJ show into an imaginative or special one. Johnny Magnus has this unique talent. His knowledge of music, especially jazz, is exceptional and his analysis interesting.
8							
9							
10	PRIVATE LINE	Talk-Tel. Part.	A unique program that explores human problems with such provocative topics as raising a child without a father in the house, marriage without sex, etc. The program has received superior national publicity and public commendation.	10	JACK ANGEL (till 6am)	Pop. Stand.	Mail response proves that thousands of Californians are listening.
11							
M							
OVERALL TYPE			Talk-Telephone participation	OVERALL TYPE			Popular-standard

Heavy news coverage: 5 mins. on the hour during drivetime. Free-form news for the remainder of the day. Sports news six times in AM Drive, six times in PM Drive. Stock reports AM and PM Drivetimes. Two-way Radio is participation at the highest level. The format leans on total community involvement...24 hours a day. "Free Form" news is aired...Instant break-in on any news development, during the day.

5 min. news on the hr. 2 min. news on the half-hr. Expanded news at 8am, 12N, 5 & 6pm. Play-by-play sports - Calif. Angels baseball-LA Rams football-UCLA football and basketball. 2 helicopters and 2 fixed-wing aircraft -- all equipped to broadcast news bulletins while in flight. KMPC strength is in its personalities - men who rank among the most popular radio figures in this area. KMPC is a powerful station-broadcasting to all the metropolitan areas 24 hours a day.

CBS Affil.  
1070 kc  
50,000 w

-260-

Los Angeles, Calif.

**KNX**

Indep.  
1540 kc  
50,000w day  
10,000w night

Los Angeles, Calif.

**KPOL**

CBS Radio Spot Sales CBS Owned NAB RAB

Blair NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC 'TIL DAWN	Std. Alb.	George Walsh (from 11:30)
6	NEWSDAY AM	News	Morning counterpart of the award-winning afternoon edition. Concentrates on in-depth coverage-fully developing stories that make up morning headlines. Anchorman Charles Waite, & a skilled team of reporters and news analysts from KNX and CBS join forces. Sports, weather, agriculture report
7			
8			
9			Stock Mkt., editorials-George Nicholaw.
10	ARTHUR GODFREY	Variety	CBS show with Godfrey, orchestra and guests.
11	CHEF MIKE ROY	Food News	S. California's top food personality.
N	NOON NEWS Russ Powell Bob Arthur	News	Top rated, highly acclaimed news program.
1	AFTERNOON NEWS Dennis Bracken	News	News-in-depth with anchorman Dennis Bracken. Special features, sports news, local, national and international news and informative call-outs.
2			
3			
4	NEWSDAY PM Bob Arthur	News	Total news coverage by KNX reporters and news analysts and CBS Radio Network news, 3 Kaleidoscope reports, Mike Walden sports, Charles Neal with business and financial news, Hank Grant-entertainment editor, Bill Keene with the weather.
5			
6			
7			
8	LATE EVENING NEWS Barry Rohde	News	Total news wrap-up, in-depth reports on local, national and international news, special features, sports, weather, news analysts, network features.
9			
10			
11			
M	MUSIC 'TIL DAWN George Walsh	Stand. Album Class.	('til 5:30am)

OVERALL TYPE news-information-sports

Local news on the hour and half-hour. Network news at 6, 7, 9, 10, 11am, 1, 2, 3, 4, 5, 6, 7pm. Sports - 5 times 5:30-10am; 7 times 4-7:30pm. Play-by-play of Lakers basketball, Kings hockey, USC football and basketball.  
Adult audience involvement radio with top sports events and largest and most honored radio news staff in Los Angeles. All news on the weekend.

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC FOR THE WEE SMALL HOURS George Crofford	Album Stand.	Quiet music for night people (From midnight)
6	MORNING MAGIC	Album Stand.	Bright, fast-moving show with time, weather, traffic, etc.
7	Bob Harris		
8			
9			
10	RHAPSODY Gary Brandt	Album Stand.	Great orchestrations by Faith, Kostelanetz, Rose, etc. - only standards.
11			
N	CLOUD NINE Fred Vanderhurst	Album	Smooth music.
1			
2			
3	COMMUTER'S CAROUSEL George Crofford	Album Stand.	Great popular music of the last 30 years - with a happy beat.
4			
5			
6	MUSIC A LA CARTE Fred Vanderhurst	Album Stand.	Smooth and always standard.
7			
8			
9			
10	STRING SHIFT Gary Brandt	Album Stand.	Soft, soothing strings.
11			
M	MUSIC FOR THE WEE SMALL HOURS	Album Stand.	Till 6 A.M. George Crofford hosts.

OVERALL TYPE Album - Standard

News on the hour. News & Commentary at 8-8:15am, 12-12:15 6-6:15.  
KPOL-distinguished in L.A. - original good music station on West Coast. Announcers know & respect musical standards played. Max. of 3 commercials (regardless of length) on the :15 around news, weather or other service features. Announcements produced with appropriate background music.

MBS Affil.  
 1150 kc  
 5,000w days  
 1,000w nights

-261-

Los Angeles, Calif

**KRKD**

Savalli/Gates

NAB

AM	PROGRAM	TYPE	COMMENTS
5	CURTIS SPRINGER	Pop.Std.	Good music format
6	MORNING MUSICALE	Pop. Stand.	Good music format.
7			
8			
9	INTERMEZZO	Pop. Stand.	Good music format Stock Reports at 9:30, 10:30, 11:30am, 12:30, 1:30pm.
10			
11			
N			
1			
2			
3	MUSIC BUMPER TO BUMPER	Pop. Stand.	Good music format. Bill Stern sports at 6pm. 6:15pm Voice of Americanism.
4			
5			
6			
7	REMOTE PROGRAMMING		
8			
9			
10			
11			
	THE WORLD TODAY	Talk	Mutual Broadcasting System
M	PRELUDE	Pop. Stand.	
	<b>OVERALL TYPE</b>	Popular-standard	

News on the hour.  
 Sports - Bill Stern 6pm.

For just \*\$45 you can have your own copy of the 1968 RADIO PROGRAMMING PROFILE . . . including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.  
 341 MADISON AVENUE, NEW YORK 10017  
 PHONE (212) MU 6-2149



## **In our town, people have a way of getting in the limelight**

Heads turn. Eyes stray. Today who needs a soapbox?  
Playing a part is being yourself. Swinging loose.  
Taking the whole street in tow. Loving the way you can  
be your crazy, beautiful self. Wherever you are.

**KRLA/Los Angeles** the station that has a way of shedding new light on things

Sold nationally by H-R Representatives, Inc.

Indep.  
1110 kc  
50,000w day  
10,000w night

-263-

Los Angeles, Calif.

**KRLA**

Indep.  
1300 kc  
5,000w days  
1,000w nights

Los Angeles, Calif.

**KWKW**

H-R

NAB RAB

Jack Masla

AM	PROGRAM	TYPE	COMMENTS
5	ALL NIGHT SHOW (from midnight)	Contemp.	
6	DAVE HULL	Contemp.	Dave began his career by dazzling listeners from Dayton to Detroit with his unique brand of madness. "The Hullabalooer" has been making Southland listeners smile, chuckle and guffaw ever since he moved back home and to KRLA in 1963. Dave warms his audience up to what he has to say...and sell.
7			
8			
9			
10	JOHNNY HAYES	Contemp.	Radio's velvet kaleidoscope - smooth but exciting. Unique in his ability to sell a youthful audience, particularly the young housewife.
11			
N	BOB DAYTON	Contemp.	Bob has a successful track record as long as your arm. A standout on N.Y.'s WABC, Bob was lured to L.A. with the promise of fun, lots of sunshine and money. In return, we got a pop music powerhouse worth his weight in anything. Bob Dayton is a winner.
1			
2			
3			
4	REB FOSTER	Contemp.	The most energetic and flamboyant DJ around. He was one of the youngest jocks at Ft. Worth's top-rated KKOL, and #1 in Cleveland before joining KRLA in 1962. To put it mildly, Reb has changed the sound of radio on KRLA and become one of the heaviest heavyweights in L.A.
5			
6			
7			
8	JIM WOOD	Contemp.	According to Marshall McLuhan, "the medium is the message". In the Southland, the muscle in the medium is Jim Wood. We think he's the best night-time DJ in the country. We know he's the best in L.A. Ask any teen or young adult. Jim backs up his on-air popularity with literally hundreds of personal appearances yearly.
9			
10			
11			
M	ALL NIGHT SHOW (to 6am)	Contemp.	
OVERALL TYPE			Contemporary

News & Sports - 15 minutes - 3am, 5am, 6am, 9am, 12 noon, 3pm, 6pm, 9pm, 12 midnight.  
Station all-request radio. Use Top 40 list, with a broad views. No 'hard rock'. Aim - quality Top 40 sound. News includes editorial studies of current topics aimed at promoting dialogues in the community.

AM	PROGRAM	TYPE	COMMENTS
5	JOSE ROLON PROGRAM	Ethnic (Span.)	(from 2am)
6	TEDDY FREGOSO PROGRAM	Ethnic (Span)	Desfile De La Alegria; Musica y Regalos; Viegjita Pero Bonita.
7			
8			
9	ELENITA SALINAS PROGRAM	Ethnic (Span)	Musica; Un Premio Por Su Adivinanza; Drama - Agonia De Un Corazon; Musica y Regalos; KWKW Clasificados; Musica y Recetas De Cocina.
10			
11			
N	PACO CALDERON PROGRAM	Ethnic (Span)	Drama Rebellion De La Juventud; Diversion Con Calderon; Drama Precio del Engano; Diversion Con El Ranchero Calderon.
1			
2			
3			
4	MIGUEL ALONSO PROGRAM	Ethnic (Span)	Radio Baile (Musica y Regalos); Radio Noticias Con Jaime Jarrin; Radio Trafico; Radio Deporte Con Jaime Jarrin; Radio Romance (Musica); Radio Baile Musica & Regalos.
5			
6			
7			
8	ANTONIO GONZALEZ PROGRAM	Ethnic (Span)	Musica; KWKW Clasificados; Musica; El Boletin; De Medico Poeta y Loco Todos; Tenemos un Poco (Poemas); Musica; Drama Las Huerfanas - El Teatro De La Medianoche; Musica.
9			
10			
11			
M			JOSE ROLON PROGRAM 2am-6am Serenata Nocturnal; Alegre Amanecer.
OVERALL TYPE			Ethnic (Spanish)

Noticias En Todas Las Horas -- News every hour.  
Dodger baseball April through September.



Indep.  
690 kc  
50,000 w

-264-

Tijuana, Mexico  
(Los Angeles)

# XTRA

Avco Radio & TV Sales

AM	PROGRAM	TYPE	COMMENTS
5	XTRA MUSIC	Album	<p>XTRA's new sound features the world's most familiar, best-loved melodies of all time. Each hour brings the listener a balanced presentation of tunes he knows, including standards plus newer tunes which will establish themselves as standards in time.</p> <p>Exciting, lush strings such as Percy Faith, Andre Kostelanetz, Hollyridge Strings, Mantovani, and the Boston Pops.</p> <p>Vocalists include the extremely popular Frank Sinatra, John Gary, Anita Kerr Singers, Jack Jones, Barbara Streisand, Andy Williams, Doris Day, and Dean Martin.</p> <p>Spotlighted is the delightful, light and lively music of Herb Alpert, Martin Denny, George Shearing, Ray Conniff, Laurendo Almeida along with the popular bands and orchestras such as Lawrence Welk, Herman Clebanoff, Al Hirt, Felix Slatkin, plus the piano stylings of Ferrante/Teicher, Peter Nero, Roger Williams, and Joe Harnett.</p> <p>XTRA Music is bright and vibrant...glowing with current arrangements of the great standards with a modern flavor.</p>
6			
7			
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Album	

# LOUISVILLE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WKY	6	38.50 6-10a	28.50 10-3p	38.50	22.50		80%	50%		
	12	37.50	27.50	37.50	21.50					
	18	36.50	26.50	36.50	20.50					
	24	35.50	25.50	35.50	19.50					
WAVE	6	22. 6-10a	19. 10-3p	22. 3-7p	15.		75%	50%		-82
	12	21.	18. 5-6a	21.	14.					
	18	20.	17.	20.	13.					
	24	19.	16.	19.	12.					
	30	18.	15.	18.	11.					
WEAS	10	45. 6-----		----- 7:30p	22.50 7:30-----	----- 6a	80%			
	15	42.50			21.25					
	20	40.			20.					
	30	37.50			18.75					
WEEL	5	9. All periods					75%	50%	8%	10%
	10	8.50								
	15	8.								
	25	7.50								
WINK	6	19. 6-10a	17. 10-3p	19. 3-7p	17. Other		80%	50%	4%	10%
	12	17.	15.	17.	15.					
	18	16.	14.	16.	14.					
	24	15.	13.	15.	13.					
WKLO	6	45. 6-10a	35. 10-3p	45. 3-7p	25. 7-12m		80%	50%	4%	8%
	12	40.	30.	40.	20.					
	18	39.	29.	39.	19.					
	24	38.	28.	38.	18.					
WLOU	10	12.10 6-10a	10.10 10-3p	12.10 3-7p			80%	60%	14%	25%
	15	11.45	9.55	11.45						
	20	10.80	9.10	10.80						
	25	10.20	8.55	10.20						
	30	9.55	8.00	9.55						
	35	8.85	7.45	8.85						
WTMT	6	18. 6-10a	16. 10-3p	18. 3-7p	16. Other		80%	50%	5%	10%
	12	17.	15.	17.	15.					
	18	16.	14.	16.	14.					
	24	15.	13.	15.	13.					

Indep.  
790 kc  
5,000 w day  
1,000 w night

-266-

Louisville, Ky  
**WAKY**

NBC Affil.  
970 kc  
5,000 w

Louisville, Ky.  
**WAVE**

John Butler LIN Stations RAB

Kats Norton Group NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	BILL CRISP	Pop. - Contemp.	Up tempo traffic time show, heavy on info. Two news-casts per hour. Bill Crisp is without a doubt Louisville's top air "Salesman" and Louisville's most popular dee-jay. Crisp-cut commercials are heard daily on radio & TV stations from Cincinnati to Atlanta & as far West as Omaha.
6			
7			
8			
9	JIM BRAND	Pop. - Contemp.	
10			
11			
N	JIM FLETCHER	Pop. - Contemp.	
1			Bright afternoon entertainment designed to please the ladies.
2			
3	TOM DOOLEY	Pop. - Contemp.	
4			
5			
6			
7			Traffic time show featuring news & traffic information. Tom adds many smiles with the Lone Ranger and Tonto.
8			
9	BERT MATHIS	Pop. - Contemp.	
10			
11			
M	JOHN LOCKE	Pop. - Contemp.	(to 5 a.m.)

AM	PROGRAM	TYPE	COMMENTS
5	JACK GALLO SHOW	Pop. Stand.	Farm capsules by Jack Crowner 5-6am. Jack Gallo is equally adept at handling sports-casts and commercials as conducting the morning show. He knows his music and how to keep the show pleasant, listenable and well-paced.
6			
7			
8			
9	JIM LUCAS SHOW	Pop. Stand.	Jim is back at WAVE after 7 yrs. with NBC, N.Y. He aims at homemakers, with music, news and "Bulletin Board" items.
10			
11	JOE FLETCHER SHOW	Pop. Stand.	WOMAN'S WAY - Louise Weiler 12:50-1. Interviews. Joe maintains a companionable link with the homemakers, keeping them informed & entertained with local news summaries & weather, NBC Emphasis, and WAVE "Bulletin Board" on which are posted service features of interest to women.
N			
1			
2			
3	PAT MURPHY SHOW	Pop. Stand.	NBC Business Trends 5:30-5:35. Orchestral & vocal selections with enough rhythm to provide good listening while driving or doing home chores. News summaries, sports reports, weather & time. Road and traffic reports from WAVE's helicopter and from Police Headquarters.
4			
5			
6			
7	NIGHTBEAT	Pop. Stand.	This program brings listeners reports on regional news, sports events, human interest stories, special services of importance to area listeners, plus a carefully chosen selection of middle-of-the-road music.
8	Dick Marendt		
9			
10			
11			
M			

OVERALL TYPE Pop. - Contemp.

OVERALL TYPE Popular-standard

Regular editorial stands taken & broadcast on prominent local & regional civic issues.  
Local, national and regional news 20/20. WAKY news is the winner of more news awards than any other Louisville radio station.

NBC News and regional news on the hour. WAVE World News capsule on half-hour. University of Louisville's football and basketball in season. WAVE Traffic-copter reports 7:15-8:15am & 4:35-5:35pm. NBC Emphasis. Huntley-Brinkley.  
All local news programs delivered by experienced newscasters, back-up by an outstanding 12-man news staff.

ABC Affil.  
840 kc  
50,000 w

Louisville, Ky.

**WHAS**

Amer. Enter. Affil.  
1570 kc  
1,000 w

-267-

Louisville, Kentucky

**WHEL**

Henry I. Christal

NAB

Pro Time Sales

AM	PROGRAM	TYPE	COMMENTS
5	H-A-S FROLIC Shorty Chesser	C & W	News-weather-sports-humor-a brief sermonette and farm bulletin. Bright music.
6	RFD REPLIES FARM NEWS	Talk-News	Farm info., mkts, weather. WHAS News. Market Digest.
7	A.M. ON H-A-S Jim Walton	Pop. Stand.	Plenty of news - produced by the award-winning WHAS News Dept. Local, regional, and national actualities... plus unmatched series of music breakers - time-weather, traffic, commuter reports, tips for working girl and housewives, sports etc.
8			
9			
10	ARTHUR GODFREY TIME	Variety	CBS
11	TODAY ON H-A-S Van Vance	Pop. Stand.	Happy, "on the go" sounds you can stay with.
N	NEWS & FARM	Talk-	Farm, Market Reports, News
1	TODAY ON H-A-S Van Vance	Pop. Stand.	While avoiding the nervous noise of "Radio-A-Go-Go", Van serves happy, "on the go" sounds you can stay with. A number of friendly H-A-S personalities offer health & kiddy hints, etc.
2			
3	P.M. ON H-A-S Ray Shelton	Pop. Stand. Talk	Happy music plus WHAS News, weather, sports. ABC News; featurettes - fads, doings and interests of the under-30 crowd. Fishing info., etc
4			
5	KENTUCKIANA SPORTS-10 min.- BUSINESS TODAY-news,mkt. rpt.		
6	P.M. ON H-A-S	Pop. Stand.	Cont'd. Sportraits, news oddities, Hollywood star notes for men only, etc.
7	ABC NEWS BLOCK	Talk-News	Dreier, Harmon, Considine.
8	PUBLIC AFFAIRS	Talk-Info	It's the Law;Moral Side,etc
9	EASY LISTENING	Pop. Stand.	Best in "alive" music currently popular. Minimum talk-maximum music.News,etc
10	JUNIPER 5-2385 Milton Metz	Talk-Tel.	Party-line prgm. attracts as many as 750 long distance calls in a single yr.
11	NEWS & SPORTS	Talk-News	Larry Schwartz-Cawood Ledford
M	MUSIC FOR TONIGHT	Stand.	Relaxed, recorded music.

OVERALL TYPE

Popular-standard & talk

News 5:55, 6:30, 7, 7:45, 8:30, 9, 10, 10:55, 11:25am - 12:55, 1:25, 1:55, 2:55, 3:25, 3:55, 4:25, 6:25, 10:55, 11:55pm.  
Feature material: WHAS format includes one minute and 4½ minute features presented throughout the day.

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	BOB LEWIS SHOW	Stand.	A native Louisvillian, a 20 yr. vet in broadcasting, Bob has such credits as summer host on NBC Monitor, appeared in two TV series as a regular & supporting actor in three motion pictures with such stars as Sophia Loren & John Wayne. In short a real pro.
8			
9			
10	DON McNEILL	Talk Info.	An announcer for 1 yr. on local Louisville station. we've adopted Don
11	BOB LEWIS SHOW	Stand.	Bob returns to wrap up the A.M. segment with his smooth quality approach
N	PHIL DOWNS SHOW COMMENTARY	Stand. Talk	5 yr. vet with good music ABC's Paul Harvey
1	PHIL DOWNS SHOW	Stand.	Born in Eastern Kentucky and a vet of 5 yrs. in good music programming. Phil's deep, rich voice is the perfect quality for mid-day segment.
2			
3	JOHN DOREMUS SHOW	Stand.	Without a doubt, one of the finest quality professional announcers in the radio industry today. 20 yr. broadcast vet, he has a personalized informative program. John, an amateur singer has excellent musical taste. With words of wisdom, this blends to deliver loyal audience. News, time, etc.
4			
5			
6			
7			Sunrise to local sunset
8			
9			
10			
11			
M			

OVERALL TYPE

Popular-standard

Paul Harvey 8:30am - 5 min.- 12:30pm - 15 min.  
American Information Network News on the half-hour.  
WHEL: Programming delivers the affluent adult society of Louisville. Having an exclusive direction in programming, plus outstanding air personalities, our market penetration is one of extreme loyalty among adults. In support of WHEL, we do a great many things to promote our programming.

Indep.  
1240 kc  
100w day  
250w night

-268-

Louisville, Ky.

# WINN

Alan Torbet Assocs.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	FRANK KING	C & W	
6	BOB McDONALD	C & W	
7			
8			
9			
10	TOM BROWN	C & W	
11			
N			
1			
2			
3	DAN CRARY	C & W	
4			
5			
6			
7	MIKE PHILLIPS	C & W	
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

5 minutes news on the hour.  
2 minutes news on the half-hour.  
We also feature sports...Cincinnati Reds baseball, Univ. of Kentucky basketball and football and racing from Miles Park.

Indep.  
1080 kc  
5,000 w day  
1,000 w night

Louisville, Ky.

# WKLO

Robert Eastman

AM	PROGRAM	TYPE	COMMENTS
5	BILL CLARK SHOW (from lam)	Contemp.	Vet. of 15 yrs. broadcasting smooth approach will keep you happy.
6	BILL BAILEY SHOW	Contemp.	Here's the most refreshing personality to hit Louisville in years. Bill Bailey's background includes 20 years of experience in Salt Lake City, Houston, Raleigh and Winston-Salem, N.C. He has perfected his talents almost exclusively in the early morning time slot and possesses a whimsical sense of humor. gets his message across.
7			
8			
9			
10	JACK SORBI SHOW	Contemp.	From Miami, Denver, and Baltimore...Jack's mature delivery appeals to young and old alike.
11			
N			
1	BOB SHANNON SHOW	Contemp.	Nobody mistakes radio WKLO's Irishman...The voice is unique...The approach is sincere and happy...The results is acceptance. An Ohio Irishman who strayed
2			
3	CARL TRUMAN WIGLESWORTH SHOW	Contemp.	The biggest name is Louisville...authority on hit music...sincere dramatic delivery. Interested in community service.
4			
5			
6	LEE GRAY SHOW	Contemp.	Lee's background of programming and being an air personality in Chicago, Cleveland, Albany, and Milwaukee...gives him the depth to appeal not only to the largest segment of teens in Louisville, but also the largest number of adults. He is in constant demand to speak in school about "peace and love"...and hosts at least 2 record hops per week.
7			
8			
9			
10	AL RISEN SHOW	Contemp.	This Louisville native takes radio WKLO's listeners on a nightly "trip" on Louisville's only underground show.
11			
M			

OVERALL TYPE Contemporary

News at :55 plus :25 6-9am; 4-5 pm. Complete weather reports every 15 min. Sports story of the Hour-scores & stories; Race results (Mike Barry) 6-6:10pm. Traffic throughout the day from police reports.  
Derby Town Date Book-At least one announcement per hr; free service to non-profit organizations and events.  
WKLO Louisville Slugger-recognizes individuals for community or personal achievement.  
Good Buddy Announcements-Lost & Found mostly for pets.  
WKLO Fun Games-Apple for the Teacher-Cash Call-Top Dog-Quicikie Contests-etc.



Indep.  
1350 kc  
5,000 w

Louisville, Ky.  
**WLOU**

Indep.  
620 kc  
500 w

-269-

Louisville, Ky.  
**WTMT**

Bernard Howard Rounsaville Station

Adam Young

AM	PROGRAM	TYPE	COMMENTS
5			
6	HEAVEN'S HIGHWAY David Anderson	Gospel	6:45-7 Geneva Cooper (Gospel)
7	TOBE HOWARD SHOW	R & B	
8			
9			
10	LOUIS JEFFERSON	Serv.	For the homemaker
11	SWEET CHARIOT TIME David Anderson	Gospel	The 10:30 to Noon time segment is sold to Churches in 15 min. segments.
N			
1			
2	JIM DANDY SHOW Jim Rucker	R & B	
3			
4			
5			
6	SKIP THOMPSON	R & B	This show is aired when time permits.
7			
8			The station broadcasts until sunset.
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	THE KENNY HOLIDAY SHOW	C & W	Country music, traffic reports, service announce- ments, time, temperature, and news on the half-hour.
6			
7			
8			
9	THE CHARLIE RYLE SHOW	C & W	Country music, traffic reports, service announce- ments, time, temperature, and news on the half-hour.
10			
11			
N	THE THOM HALL SHOW	C & W	Country music, traffic reports, service announce- ments, time, temperature, news on the half-hour, and local instant race results.
1			
2			
3	THE BOB BRANHAM SHOW	C & W	Country music, traffic reports, service announce- ments, time, temperature, news on the half-hour, and local instance race results
4			
5			
6			
7			
8			5 am to local sunset
9			
10			
11			
M			

OVERALL TYPE R & B - Gospel

OVERALL TYPE Country & Western

News at :55  
Headlines on the half-hour.

Sports Review 5:15-5:30pm  
News on the half-hour  
Headline News on the hour  
Farm news 5-5:10am

# MEMPHIS

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WDIA *	52	36.50 6-9a	33.50 9-4p	36.50 4-7p	23.50 7-----6a		75%	50%		
	156	33.50	31.	33.50	23.					
	260	31.	29.	31.	21.					
	312	29.	26.50	29.	19.50					
	520	28.	25.50	28.	18.					
	780	26.50	24.50	26.50	15.50					
	1040	25.50	23.50	25.50	13.50					
	1560	24.50	22.	24.50	13.					
2080	23.50	21.	23.50	12.50						
WHDQ	10	23. 6-10a	18. 10-3p	33. 3-7p	16. Other		75%	50%	-\$1 Min.	-\$2 Min.
	15	22.	17.	22.	15.					
	20	21.	16.	21.	14.					
	25	20.	15.	20.	13.					
	30	19.	14.	19.	12.					
WLOK *	50	12.50 6-9a	10.60 9-4p	12.50 4-7p	8.75 7-12m		75%	50%		
	100	12.	10.20 4-6a	12.	8.40					
	150	11.50	9.75	11.50	8.05					
	200	11.	9.35	11.	7.70					
	250	10.50	8.90	10.50	7.35					
	300	10.	8.50	10.	7.					
	500	9.50	8.05	9.50	6.65					
	750	9.	7.65	9.	6.30					
1000	8.50	7.20	8.50	5.95						
WMC	6	25.50 6-10a	21. 10-11:30	25.50 3-7p	15.50 7-----5:30a		See Card	60%	See Card	
	12	23.	20. 1-3p	23.	14.50					
	18	22.	18.50	22.	14.					
	24	21.	17.50	21.	13.					
	30	20.	16.50	20.	12.50					
	36	18.50	15.50	18.50	12.					
WMPB	5	32. 6-10a	27. 10-3p	32. 3-7p	22. 7-10p	10-6a	80%	50%	10%	15%
	10	31.	25.	31.	21.	52x 20.				
	15	30.	24.	30.	20.	104x 19.				
	20	29.	23.	29.	19.	156x 18.				
	25	28.	22.	28.	18.	260x 16.				
	30	27.	21.	27.	17.	312x 15.				
						364x 14.				
520x 13.										
1040x 12.										
WRBC	6	27. 6-10a	19. 10-3p	24. 3-7p	15. 7-----6a		80%	50%		10%
	12	26.	18.	23.	14.					
	18	25.	17.	22.	13.					
	24	24.	16.	21.	12.					

1070 kc  
50,000 w day  
5,000 w night

-271-

Memphis, Tenn.

**WDIA**

Indep.  
560 kc  
5,000 w day  
1,000 w night

Memphis, Tenn.

**WHBQ**

Bernard Howard      Sonderling Station      NAB RAB

RKO Gen'l Nat'l Sales      RKO General      NAB

AM	PROGRAM	TYPE	COMMENTS
5	DELTA MELODIES Theo Wade (from 4am)	Gospel	Theo Wade is America's Dean of Negro Spiritual and Gospel air personalities. His DELTA MELODIES is consistently rated Number 1.
6	MOOHAH'S MORNING SHOW A. C. Williams	R & B	This is the Mid-South's favorite drive-time show and has been ever since A. C. took it over ten years ago. Off the air, Williams serves as WDIA's Public Relations Director.
9	HONEYBOY Robert Thomas	R & B	Robert Thomas is WDIA's Musical Director. He brings to this 2-hour segment his knowledge of R & B, plus the personality and salesmanship of the #1 Negro station.
11	TWO FOR GOSPEL Theo Wade & Ford Nelson	Gospel	Theo Wade combines his talents with Ford Nelson to offer two hours of "personality" spiritual and gospel music.
1	HONEYBOY Robert Thomas	R & B	This veteran of 14 WDIA "mike" years entertains the Mid-South Negro housewife in mid-afternoon.
3	THE FATMAN Bob Hicks	R & B	Bob Hicks is today's New Generation Negro and his hard-driving, drive-time pop segment typifies all that description implies.
7	EVENING JUBILEE Ford Nelson	Gospel	WDIA veteran Ford Nelson handles this segment of Negro spirituals and gospels and has kept it Number 1 in the market over all competition.
9	NIGHT HAWK Chris Turner	R & B	R & B for the Young At Heart is the forte of young Chris Turner, with a very definite Accent On Youth.

AM	PROGRAM	TYPE	COMMENTS
5	BOB EDWARDS SHOW	Pop. - Contemp.	(from 1:00 a.m.) Fresh, young WHBQ star-a great favorite with night owls.
6	SKIP WILKERSON SHOW	Pop. - Contemp.	With over seven years broadcast experience, Skip brings a brisk, yet easy-going on-air style, a rich, friendly voice, and a genuine enthusiasm to the all-important morning drive time period.
9	JOHN FROLAND SHOW	Pop. - Contemp.	Sports and race car enthusiast, John Froland is one of the smoothest on-air salesmen on Memphis radio today, and is the voice of many local advertisers.
N	JACK PARNELL SHOW	Pop. - Contemp.	Jack Parnell comes through on the air with genuine enthusiasm, wit and showmanship -- natural abilities with Jack. Radio is his business and hobby, as ham radio and music consume most of his spare time.
3	HARRY CHAPMAN	Pop. - Contemp.	Harry is one of Memphis' best-known radio personalities, not only for his consistently high-rated, humor-spiced shows, but because he is quite active in conducting weekly teen hops.
6	GEORGE KLEIN	Pop. - Contemp.	George is well acquainted with many nationally known record artists, and has been a close personal friend of Elvis Presley for many years, with appearances in several of Elvis' movies.
10	DAVE BROWN SHOW	Pop. - Contemp.	Dave moved into this important spot from a weekend spot, and he quickly won a host of enthusiastic Dave Brown fans with his easy-going "let's play plenty of music" philosophy.

OVERALL TYPE      Rhythm & Blues & Gospel

OVERALL TYPE      Pop. - Contemp.

News at :40 - Weather at :11 and :26.

MBS Affil.  
1340 kc  
1,000w day  
250w night

-272-

Memphis, Tenn.

# WLOK

NBC Affil.  
790 kc  
5,000 w

Memphis, Tenn.

# WMC

Dore & Allen		OK Group	
AM	PROGRAM	TYPE	COMMENTS
5	THE ALL NITE REVUE Alvin Moore	R & B	Blues and some jass From midnight.
6	SOUL POPPA SHOW Steve Campbell	R & B	A fast paced R&B show which makes getting up in the early morning easier. Music plus news on the half-hour, time, temp., and weather reported every five minutes from 6am to 9am.
7			
8			
9			
10	THE "AFD" SHOW Avery Davis	R & B	"The Boss Man of R&B. This show is beamed at the housewife and the working gals. The top R&B tunes with a little Blues thrown in.
11			
N			
1			
2	THE MOON MAN SHOW Willie Bacote	R & B	The fastest paced show in the Mid-South. Top 40 R&B mixed in with a lot of gimmick sound effects. Guest recording stars visit For young & young in heart.
3			
4	THE AL PERKINS	R & B	The mad man of music from Soul City USA. A recording artist, just signed by a major record company, Al just can't be copied. Plays the Top R&B in a style that is really different.
5			
6			
7	THE MOON MAN SHOW Willie Bacote	R & B	Willie Bacote returns to the teens and young adults with a different early nite show, that has all Memphis talking about "The Moon Man". White and Negro audience.
8			
9			
10	"THE" JOE B SHOW Joe B. Young	R & B	Joe B. Young plays the top R&B hits, mixing in the latest Blues & Jass. His audience is mostly young adults.
11			
M	THE ALL NITE REVUE Alvin Moore	R & B	Alvin Moore plays R&B, Blues and some jazz. (to 6am)
OVERALL TYPE		Rhythm & Blues	

5 min. Mutual News on the half-hour.  
UPI Headlines on the hour.  
Community News 10 times daily.  
Teen Age Page Reports - three times daily.

Blair		Scripps-Howard Stations		NAB RAB
AM	PROGRAM	TYPE	COMMENTS	
5	DOWN ON THE FARM	Service	Featuring Ed Jones	
6	CLAY CONRAD SHOW	Pop.-Stand.	Newest member on the WMC announcing staff, Clay Conrad, a veteran personality, with bright, easy listening music and friendly patter. Exclusive helicopter traffic reports by a veteran Memphis police officer. Clay grew up with The Sounds of WMC. Prior to joining WMC, he was program director at KLYX, Memphis First Stereo FM Station.	
7				
8				
9				
10	DAVE BLACK SHOW	Pop.-Stand.	Among the most experienced and versatile talents in the business today. Newscasting, play-by-play, hops, stage shows, special events you name it, Dave's done it! His 11-yr. broadcasting career has skyrocketed him to one of the finest good music stations in the Mid-South--WMC.	
11				
N				
1				
2	TED LUMPKIN SHOW	Pop.-Stand.	Each weekday afternoon, Mid-South motorists drive home with Ted Lumpkin on WMC. No gimmicks and chatter..but plenty of music, humor and witty advice have made him one of the most quoted, most talked-about radio personalities in the South. Drive time hours also feature exclusive helicopter traffic reports.	
3				
4				
5				
6				
7	DON NOE SHOW	Pop.-Stand.	A deep, smooth voice..a relaxed style..an intimate knowledge of good music, from jazz to ballads. Don's varied background includes writing articles on music for the university magazine and, prior to joining WMC six years as one of the top DJ's in Mississippi. Don's writing ability contributes to his fresh ad-libs, polished commercial delivery & imaginative intros. He knows the people of the Mid South, and they know him.	
8				
9				
10				
11				
M				
OVERALL TYPE		Popular - Standard		

Vigilaire Traffic Reports - News on the hour & half-hour-Listener involvement features & contests. Mid-day Agricultural Review featuring Ed Jones & Derek Rooke (12:05 - 1:00).  
Play-by-play sports in season. St. Louis Cardinal baseball, St. Louis Cardinal football, Memphis State football, Memphis Open Golf Tournament, Memphis State basketball, Sports Central Network with reports from all game sites during prep league football & basketball seasons, plus all NBC sports presentations.

Indep.  
680 kc  
10,000w day  
5,000w night

Memphis, Tenn.  
**WMPS**

CBS Affil.  
600 kc  
5,000 w

-273-

Memphis, Tenn.  
**WREC**

Stone		Plough Station		NAB	RAB
AM	PROGRAM	TYPE	COMMENTS		
5	HARRY SIMPSON (from midnight)	Contemp.	The all night favorite of shift workers, travelers, party goers. A must listen.		
6	THE ROY MACK SHOW	Contemp.	Audience participation and the professional performance of Roy combine to make this show an early afternoon favorite with Mid-South radio listeners.		
7					
8					
9	THE HAL SMITH SHOW	Contemp.	Something's always happening on the Great 68 and 9 til noon is no exception. Hal's hassel to help with the housework is a mid-south radio favorite.		
10	THE PAUL WHITE SHOW	Contemp.	A former Memphis high school athlete, Paul is well known to many mid Southerners, and should be rated near the top in Who's Who in Memphis Radio.		
11					
N					
1	THE DENNIS ROGERS SHOW	Contemp.	Twenty-one year old Dennis is the newest member of the Good Guys. Dennis comes from a radio family with a desire to keep informed of the trends and tastes of his listeners.		
2					
3					
4	THE JOHNNY DARK SHOW	Contemp.	Enthusiasm reigns supreme for the Johnny Dark Show, and for Johnny Dark. He's becoming one of the most respected emcees in the mid-south.		
5					
6					
7	THE BILL REEVES SHOW	Contemp.	Versatile? You said it. The Bill Reeves Show is fast paced with the hits, information and humor.		
8					
9					
10	THE HARRY SIMPSON SHOW (till 6am)	Contemp.	A must listen for shift workers, travelers, etc.		
11					
M					
OVERALL TYPE		Contemporary			

News every hr. at :55. Headlines :25. News Flashes anytime  
Emphasis-local and area news. News Dir. has a daily news beat and uses actual voices on the air. WMPS won 1963 Headliner Award for local news coverage. 1965 and 1967 Headliner Award for Public Service. Source of news is UPI, feeds from Plough Stations in Chicago, Boston, Baltimore, Atlanta. WMPS in turn feeds news to those stations. WMPS Editor and one regularly staffed newsmen. All the WMPS staff are experienced newsmen who aid and abet when needed

Katz		Cowles Station		NAB	RAB
AM	PROGRAM	TYPE	COMMENTS		
5	BUCK TURNER AND OLIN MORRIS	C & W	Since 1939 Buck "Stuffy" Turner has been greeting early risers with his unique band of humor, philosophy, and song.		
6	SURVEY Frank Gardner Jim Hutchinson Harv Stegman	Talk-News	Well-balanced, concisely-presented amalgamation of news and information which is constantly updated and revised.		
7					
8					
9	JOHN POWELL SHOW	Pop. Stand.	Well-known personality, with a maximum of good pop music ideally suited to the early morning hours. Time, traffic, temp. & news items		
10	ARTHUR GODFREY TIME	Variety			
11	HOUSEPARTY	Variety	Art Linkletter		
N	MIDDAY MUSIC	Pop. Stand.			
1	ZERO HOUR Fred Cook John Powell	Talk	Free form radio at its best. Zany conversations, skits and improvisations.		
2	FRED COOK SHOW	Pop. Stand.	Wide range of popular tunes with a bright sound and mood music ideally suited for relaxing housewives. Fred Cook conducts the show in an informal style and with a light-hearted touch. CBS News, time, etc.		
3	RECAP	Talk News	Frank Gardner & Paul Dorman present a fast moving, well paced complete news roundup		
4					
5					
6	MUSICAL SHOWCASE	Pop.Std.	Everett Flagg-soft-pleasing		
7	BACK TO BIBLE WORLD TONIGHT	Talk-News	World Wide Sports		
8	MUSICAL SHOWCASE	Pop.Std.	Just 35, 14 yr. vet, "Ev" Flagg has developed a particularly pleasing manner of delivery-combined with his instinctive talent for pacing, has made him a favorite throughout the area. Well known for his skill in blending commercials into the musical format.		
9					
10					
11	MUSIC TILL MIDNIGHT Everett Flagg	Pop. Stand.			
M	NIGHT SOUNDS Win Milam (til 5am)	Pop. Stand.	From occasional light classic to better pop and standard, to jazz.		
OVERALL TYPE		Popular-standard			

Mid-South Farm Report 5:45-5:55am.  
CBS News on the hour.  
CBS Dimension.



*A New Service for Advertisers from*

# **McGAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**McGAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WAME *	52	14. All periods					11.20			
	Freq, 104	15.					10.40			
	Rates 260	12.					9.60			
	520	11.					8.80			
	1000	10.					8.			
2000	9.					7.20				
WPAB	6	19. 6-9a	15. 9-4p	17. 4-7p	12. 7-12m	11. 12-6a	80%	55%	10%	15%
	12	18.	14.	16.	11.	10.				
	18	17.	13.	15.	10.	9.				
	24	16.	12.	14.	9.	8.				
WFUN	6	30. 6-9:30a	23. 9:30-3p	30. 3-7p	17. 7-----6a		80%	50%	4%	8%
	12	29.	22.	29.	16.					
	18	28.	21.	28.	15.					
	24	27.	20.	27.	14.					
WGES	5	40. 6-10a	26. 10-3p	40. 3-7p	14. 5:30-6a	11:30-	80%	50%		
	10	37.	23.	37.	13. 7-11:30p	5:30 a				
	15	33.	21.	33.	12.	on request				
	20	30.	20.	30.	11.					
	25	29.	18.	29.	9.					
	30	28.	17.	28.	8.					
WINZ	6	30. 6-10a	28. 10-3p	30. 3-7p	14. 7-10p	10. 1-6a	80%	50%		
	12	28.	26.	28.	13.	flat				
	18	26.	24.	26.	12.	10-1a				
	24		22.		11.	5 - 26.				
	30		20.		10.	10 - 24.				
WIOD	6	35. 6-10a	29. 10-3p	35. 3-7p	18. 8-----5a		80%	50%		10%
	12	33.	27. 5-6a	33.	17.					
	18	31.	26. 7-8p	31.	16.					
	24		25.		15.					
	WKAT	6	28. 6-10a	22. 10-4p	28. 4-7p	15. 7-1p	7. 1-6a			
12		24.	18.	24.	12.	flat				
21		20.	15.	20.	10.					
35		17.	12.	17.	9.					
WHEM		12	10.	10.	10.	7.	7.	80%	70%	-81
	24	9.50	9.50	9.50	6.80	6.80				
	36	9.	9.	9.	6.50	6.50				
	48	8.50	8.50	8.50	6.	6.				
WQBA	6	15. 6-9a	13. 9-4p	15. 4-7p	13. 7-12m	5. 12-6a	80%	60%		
	12	14.	11.	14.	11.	4.				
	18	12.	10.	12.	10.	3.				
WOCN	6	35. 6:30-10a	25. 10-4p	35. 4-7p	18. 7-----6:30a		80%	70%		
	12	32.	22. 7-8p	32.	15.					
	18	28.	18.	28.	12.					
WQAM	6	53. 6-10a	33. 10-3p	53. 3-7p	33. 7-11p	16. Other	80%	60%		8%
	12	50.	31.	50.	31.	15.				
	18	47.	29.	47.	29.	14.				
	24	45.	27.	45.	27.	13.				
	30	43.	25.	43.	24.	12.				
WRIZ	6	20. 7-9:30a	17. 9:30-	20. 3:30-6p	14. Other		75%	50%		
	12	19.	16. 3:30p	19.	13.					
	18	18.	15. 6-7a	18.	12.					
	24	17.	14. 6-7p	17.	11.					
WVOG	6	7:30-	22. 10-3:30	26. 3:30-5p	14. 7p-----6a		80%	60%		
	12	45. 8:30a	20.	24. 6-7p	12.					
	18	40. 5-6p	18.	22. 6-7:30a	10.					
	24		17.	20. 8:30-	9.					
	30		16.	19. 10a	8.					

Indep.  
1260 kc  
5,000w

-276-

Miami, Fla.  
**WAME**

Indep.  
990 kc  
5,000 w

Miami, Fla.  
**WFAB**

Bernard Howard

RAB

UBC

AM	PROGRAM	TYPE	COMMENTS
5	JOE WALKER		Blind Gospel Boy
6	THE FRED HANNA SHOW	R & B	Seven -year veteran of Miami radio, Hanna's selection of Rhythm and Blues and sweet talk makes this show a real winner.
7			
8			
9			
10			
11	THE BUTTERBALL SHOW	R & B	Everybody listens to the "Ball". He has established a name in this sprawling Miami complex that is known in every home, school, church, gasoline station and virtually every little corner in existence. A man of superb talent, "butter" can sell a product on the air that sometimes couldn't be moved by anyone.
N			
1			
2			
3	THE NICKI LEE SHOW	R & B	Add two beats to the Rock's tempo, put everything said in rhyme, and keep it hip - and you've got Nick with the solid kick. He appeals to everyone.
4			
5			
6			
7	BROTHER RAY'S GOSPEL TRAIN	Gospel	Brother Ray Crume's gospel and spiritual music program features birth, marriage and church announcements and prayers for all listeners. Much community info.
8	Brother Ray Crume		
9			
10			
11			
M	NIGHTCALL Del Shields	Talk-Tel. Part.	A national radio telephone call-in show on vital issues. Del is out of New York.
OVERALL TYPE		R & B - Gospel	

News at :55.  
1am to 5am - All Night Show

AM	PROGRAM	TYPE	COMMENTS
5	LATIN NIGHT BEAT	Spanish	Latin music from 1:30am.
6	RADIO VOZ	Talk-News	Spanish newspaper of the air with staff of ten. Powerful short wave receiver monitors Cuba and world capitals. On-the-spot local news, reports and interviews. Time & weather given each minute. Audible second sound heard throughout the program.
7			
8			
9	CARLOS ESTRADA SHOW	Ethnic (Span.)	Carlos is a recording artist who appears on hundreds of record racks. He sings all the popular Spanish songs. He was the highest paid TV-Radio and film talent in Cuba. On the show, he often sings along with the records he plays.
10			
11			
N	NOTICIAS Y ENTREVISTAS	Talk	Reports and interviews on Miami happenings.
1	MUSIC & COMEDY	Spanish	Rosendo Rosell-Span. music.
2	SHOW DE LA UNA Carlos Estrada	Talk Contest	22 gifts awarded each day. Location of "mystery man"
3	RICARDO VILLA SHOW	Ethnic (Span.)	Ricardo is a well-seasoned performer in TV and radio, a celebrity of Cuban broadcasting. He runs a lively DJ show for housewives, school crowd and commuters. Traffic reports send WFAB Spanish listeners safely home.
4			
5	NEWS & SPORTS	Talk News Sports	Forty five min. summary of local & nat'l news; taped interviews. 15 min. sports.
6	FUSTE SHOW	Variety	Music, comedy
7	ESTRADA SHOW	Variety	Music, news and comedy
8			
9	SHOW DE LA FABULOSA	Variety	Studio audience by invitation only. Live talent, guest star appearances.
10	LATIN BEAT	Spanish	Music with a Latin beat
11	OPINION PUBLICA	Talk-Tel.Part	Listeners express their views on the air.
M	RADIO VOZ NIGHT EDITION (to 1:30am)	Talk-News	Spanish newspaper of the air with staff of ten. Short wave receiver monitors Cuba and world capitals.
OVERALL TYPE		Ethnic - Spanish	

All Spanish language 24 hours daily.

Indep.  
790 kc  
5,000 w

Miami, Fla.  
**WFUN**

Amer. Info. Network Affil. -277-  
710 kc  
50,000 w

Miami, Florida  
**WGBS**

Robert Eastman Rounsaville

Major Market Radio Storer Station NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	STEPHEN W. MORGAN SHOW (from midnight)	Pop. Contemp	Music, news, sports, agriculture, religion. A native Miamian, Morgan show FUN.
6	CHRIS EDWARDS SHOW	Pop. Contemp.	Chris makes getting up and driving to work an interesting and enjoyable experience with his happy, funny personality. Music, news, sports, eye-in-the-sky traffic reports-humor, contests. Miami's true wide awake morning man.
9	JIM HOWELL SHOW	Pop. Contemp.	Jim Howell, now entering his 7th yr. as a WFUN personality is a regular listening habit for So. Fla. housewives. His shows are taped each week for shipment to Miamians serving in Viet Name. Nationally recognized for public service work.
N	BOB GORDON SHOW	Pop. Contemp.	A Miami radio personality since 1962, Bob Gordon is also one of Miami's most familiar radio voices. Bob is in his late thirties, father of two boys, spends off-the-air hours in his boat having FUN in the sun. A natural born comic, Bob makes afternoons more FUN with his witty comments, mixed with winning WFUN format.
4	DICK STARR SHOW	Pop. Contemp.	Show now entering its 6th yr. as top rated afternoon show in Miami. Starr is constantly on the go and averages 4 public appearances each week at schools, club meetings, and area dances. Music-news-weather-sports-"Eye-in-the-Sky" traffic, etc
7	MIKE E. HARVEY SHOW	Pop. Contemp.	Mike E. Harvey, now in his 2nd yr. of consistently top ratings on the night time show, keeps all Miami teens and young adults happy with his exciting blend of music and creative humor. Mike is always on the run, making personal appearances at area schools, dances and at client functions. Music-news-sports-high school reports-weather-humor-contests.
M	STEPHEN W. MORGAN SHOW (till 6am)	Pop. Contemp.	Leading night time music show in Miami hosted by vet of top stations.

AM	PROGRAM	TYPE	COMMENTS
5	SOUND OF MUSIC	Stand. Pop.	(from 1am)
6	SOUND OF MUSIC Arnold Warren	Stand. Pop.	Music, news, official traffic reports direct from the Dade County Safety Dept. & the weather by Amos Rutledge (Warren's alter ego). Arnie is known officially as the "Morning Mayor of South Florida". In addition he spotlights a local guest as a part of his "Personality Profile" vignette series. This guest participates in the show for an entire week. Arnie is one of So. Florida's best known personalities.
10	SOUND OF MUSIC Bob Dahlgren	Stand. Pop.	A radio personality since 1949. Music keyed to the mood of the hour. Program interspersed with time, temp. weather and Total Information News. Music includes albums and the top non-rock hits of the day. 15-min. newscast at noon. Paul Harvey-news at 12:30.
1	SOUND OF MUSIC Nolan Kenner	Stand. Pop.	The soft approach in music to fit the early afternoon mood. Time, temperature, ABC information newscasts and WGBS Total Information News. Tempo changes to fit the drive-time segment from 4:00 to 5:00.
5	CLOSE UP	Talk-News	The most comprehensive news report in South Florida. Complete news, weather, editorial, traffic reports, editor's notebook, sports.
6	TWO IN REVIEW Nolan Kenner	Stand. Pop.	Selected cuts from two of the latest new albums.
7	SOUND OF MUSIC TO REMEMBER Don Thompson	Stand. Pop.	Program features the big band sound of yesterday and today spotlighting various orchestras in 15-min. segments. Total Information News each hour.
9	SOUND OF JAZZ Joe Rico	Jazz	Extremely well-accepted jazz programming which is highly listenable and complements the big band programming. A commercial approach to the jazz sound. Also WGBS News each hour.
M	HY GARDNER SHOW	Inter. Disc.	Party originates at Doral. Celebrity interviews.

OVERALL TYPE Popular-contemporary

OVERALL TYPE Standard - Popular

News, sports, weather at :20 and :40 each hour. Traffic reports 5 times per hour during drive times. Station controls all music. Approximately 80 tunes are played per week based on Billboard, Cash Box and local record store surveys. Consistently among the top rated stations in Miami audience survey, delivering adults and teens at a low cost per thousand.

15 min. newscasts at 6 am, 7 am, 8 am, and 12 noon. 10 min. news at :55 the rest of the day. Sound of Music concept provides continuous radio enjoyment keyed to the tempo of our time. Total Information News is the product of the award winning WGBS News Dept. with complete modern mobile equipment and ten veteran radio reporters.



Indep.  
940 kc  
50,000w day  
10,000w night

-278-

Miami, Florida

**WINZ**

NBC Affil.  
610 kc  
5,000 w

Miami, Florida

**WIOD**

Metro Radio Sales

Edward Petry

Cox Bdctg.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	HAL SMITH (from lam)	Pop. Stand.	Strong personality high-lighting music, news, etc.
6	AL LEIBERT	Pop. Stand.	A local personality-over 15 yrs. in mkt. He features music, news, weather, sports, and traffic reports along with his special "cast of thousands" which makes use of tapes, voices, special effects and other comedy material interspersed with music...fast moving show.
7			
8			
9	GEORGE COOPER	Pop. Stand.	WINZ's Program Dir., with music, news. Female appeal.
10	JIM HARPER	Pop. Stand.	A featured WINZ performer, Jim is known as the "helpless housewife's helper". Music, news, wether plus bulletin board & stock mkt. reports, especially geared to the ladies.
11			
N			
1	CHUCK EDWARDS	Pop. Stand.	Chuck has an easy on-the-air style with strong adult female appeal. Features music, news, household hints and humor. He's involved in a variety of community affairs.
2			
3			
4	ROGER BORDEN	Pop. Stand.	A young, creative broadcast leader, Roger specializes in an unusual vibrant sound. Music, news, weather & sports features. Bulletin board & stock mkt. reports geared to moving audiences, aired along with community activities.
5			
6			
7	JERRY WICHNER	Pop. Stand.	Warm, light-hearted personality with ability to communicate with a large audience, Jerry has been a WINZ mainstay for over 12 yrs. Music, news, weather. He's involved in a wide variety of community activities.
8			
9			
10	ALAN COURTNEY	Talk-Tel. Part.	Courtney hosts radio's original Tel.disc. show, starting almost 20 yrs. ago. Listeners are given a chance to ask questions & get answers from well known figures. Courtney is always in control of his program.
11			
M			

OVERALL TYPE Popular-standard

News: 5min. on the hr. 2 mins. on the ½ hour. Weather-1 min. at :20. Sports included in news. News - 10 mins. at 7:30am, 12 noon, 5:25pm. Stocks - 1 min. at 10:40, 11:40, 2:40 & 4:40pm.  
Miami's true personality station with established market leaders. WINZ's 7 personalities have been in Miami radio for 92 cumulative years. They know and sell Miami successfully.

AM	PROGRAM	TYPE	COMMENTS
5	KEN WARREN	Pop. Stand.	A happy mixture of up-tempo music, moving easily from "Nighttime" to warm, authoritative tones of Ken Warren. News from 8 man news staff and professional stringers at St. Capitol. Traffic service via "Service Six-Ten Sky Patrol" plane and mobile units, tied in to law enforcement offices throughout area.
6			
7			
8			
9			
10	KEN COLLIER	Pop. Stand.	Friendly Ken Collier with music backed up by complete women's coverage-in-capsule as part of "Service Six Ten" throughout the day. "For Women Only" minutes, "Rainy Day Ideas" minutes, many household hints & tips, contests, "Mystery Voice" and housewife promotions.
11			
N			
1			
2	TOM GAUGER	Pop. Stand.	Highly experienced & talented host of S.Fla's most complete & comprehensive entertainment-news-music-info service show. SixTen with sports, traffic and features to help homeward bound motorists, in-home listeners. Comedy is provided by WIOD laffline. Service SixTen Sky Patrol directs drivers.
3			
4			
5			
6	ROG CARTER	Pop. Stand.	The focus is on the stars nightly, with special efforts put forth to secure taped comments from the feature artists.
7			
8			
9	LARRY KING SHOW	Talk-Int. Disc.	Only pure interview show in market, features top names in local & national politics, films, theatre, community leaders; covers all subjects A to Z, special emphasis on topical information-news.
10			
11			
M	HOLIDAY INN NIGHTTIME	Stand.	Dolly Holiday 'til 5am.

OVERALL TYPE Popular-standard

NBC News on the Hour. Local news at :30. Sports :45. Laffline :15. Service SixTen features twice/hr. AFL football - Dolphins games - Univ. of Fla. Gator football. "Herb Kelly's Hollywood" heard as 3 time daily strip. Editorial Board.

Careful attention to production details. Music is topical & modern, but with emphasis on adult and young-adult appeal. Heavy emphasis on news actualities, reports from scene, instant documentaries.



CBS Affil.  
1360 kc  
5,000w day  
1,000w night

Miami, Fla.  
**WKAT**

Indep.  
1490 kc  
250 w

-279-

Miami Beach, Fla.  
**WMBM**

CBS Radio Spot Sales

MAB RAB

Greener, Hiken, Sears

RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	JOE PYNE SHOW	Int.Disc.	Syndicated	5	REVEREND IRA McCALL	Gospel	"Super Soul Radio"  Progress report with Blanche Calloway - 5 min. at 8am, 2pm, 10pm Monday thru Saturday.  News 5 min. on the hour - 1 min. on the half hour with George Daye.
6	ASK ALFRED	Tel.Part.	Gabfest on the light side. News, weather traffic, etc.	6			
7				7	HAPPY HORRACE SHOW	R & B	
8	JOE PYNE SHOW	Talk-Int. Disc.	Syndicated	8	Horrace Straus		
9	ARTHUR GODFREY	Variety	Arthur Godfrey, orchestra and guests. CBS	9			
10	TRADIO Fred Hall	Talk-Serv.	Fun to participate in and fun to hear. Swap show.	10	CHINA VALLES SHOW	R & B	
11	CBS & LOCAL NEWS	News		11			
	AT YOUR SERVICE	Talk	Experts answer questions from the audience.				
N	MORRIS McLEMORE SHOW	Talk-Tel.Part.	Miami News columnist talks to listening audience.	N			
1	THE TALK OF MIAMI SHOW	Talk-Tel. Part.	South Florida's first and only daytime talk-information program. Two guest authorities are on each day and listeners call to question them. Guests come from a wide range of fields.	1			
2				2	ERNIE FIELDS SHOW	R & B	
3				3			
4	THE HAROLD DOLE SHOW	Talk-Tel. Part.	Open-phone, topical discussion show.	4			
5				5			
6	THE LEE VOGEL SHOW	Talk-Tel. Part.	Topical discussion show, open-phone.	6	DONNY GEE NIGHT TRAIN SHOW	R & B	
7	WORLD TONIGHT	Talk-	CBS World Tonight & Sports.	7			
8	LEE VOGEL	Talk-Tel. Part.	continued	8			
9	SPORTSLINE Sonny Hirsch	Talk-Tel. Part.	Questions answered on the open phone.	9			
10				10	DONNY GEE JIMMY GRIFFIN	R & B	
11				11			
M				M	PEPPY FIELDS (to 1:30am)	Variety	1:30am Jimmy Griffin Show R & B
<b>OVERALL TYPE</b> Talk-Telephone participation				<b>OVERALL TYPE</b> R & B			

CBS and local news. CBS Dimension. Excellent community involvement. "The Talk of Miami" - a predominantly news - talk - information format. Heavy on live sports - football, baseball, basketball, etc

Indep.  
1450 kc  
250 w

-280-

Miami, Fla.  
**WOCN**

Indep.  
560 kc  
5,000w day  
1,000w night

Miami, Florida  
**WQAM**

McGavren-Guild-PGW

Ed Winton Station

NAB

Blair

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC IN THE NIGHT	Stand. Album	<p>WOCN is a Beautiful Music station with 14 commercial units per hour placed on the quarter hour. The units may be 60, 30 or 10 second announcements. In no case will the limit of 14 units be exceeded.</p> <p>During Gaslight Serenade and Music in the Night there are 6 commercial units in the hour.</p> <p>WOCN news is presented at :55. Headlines on the half-hour. Weather on the quarter hour.</p> <p>The station is also known as Ocean Radio and a nautical theme is used throughout the station.</p> <p>Station plays a lot of show music from Broadway and Hollywood albums.</p> <p>News is presented every 30 minutes. Half-hour Reports feature Dow Jones/Wall St. Journal Business Newscast.</p> <p>News is presented with entertainment reviews by Frank Meyer, Florida area reviewer for "Variety".</p> <p>No religious, farm, talk, panel or editorial programming at any time.</p> <p>Sunday programming same as Monday through Saturday.</p> <p>WOCN AM and Ocean Stereo Simulcast 7am-7pm, Mon.-Sun.</p>
6	MUSIC IN THE AIR	Pop. Stand. Album	
7			
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			
6			
7			
8	GASLIGHT SERENADE	Stand. Album Pop.	
9			
10			
11			
M			
OVERALL TYPE		Standard-popular	

AM	PROGRAM	TYPE	COMMENTS
5	CLARK MOORE	Contemp	
6	JIM DUNLAP SHOW	Contemp	Jim's cornball sense of humor & ability to ad-lib himself in & out of corners has made his show tops with South Florida. Jim's ear for music has been an asset to WQAM. He has served as Music Dir. for the past three years.
7			
8			
9	DAN CHANDLER SHOW	Contemp	An 8-year veteran of South Florida radio, Dan is Production/Promotions Director. Has been acclaimed for national radio and TV spots and his running roles in TV's Flipper and Everglades series.
10			
11			
N	TOM TYLER SHOW	Contemp	Fast, warm and witty, Tom gained the state's respect as PD of a Cape Kennedy station before becoming a TIGER. Versatile production man.
1			
2			
3	LEE SHERWOOD SHOW	Contemp	Lee & his co-host "Sherbert" the wonder dog, entertain thousands of So. Floridians as they travel home every afternoon. In addition to his drive time duties, Lee is also program director of WQAM.
4			
5			
6	RICK SHAW SHOW	Contemp	If there is such a thing as Mr. Radio & TV in Miami, Rick qualifies. He has been in broadcasting in So. Fla. for over 6 yrs. Is currently host of a daily TV show, too.
7			
8			
9	JOHNNY KNOX SHOW	Contemp	Youngest TIGER knows his market, his audience and how to hold it. Smoother and more professional than most 15-year vets.
10			
11			
M			(to 1am)
OVERALL TYPE		Contemporary	

WOCN is a Beautiful Music station with commercials on the quarter hour. All records are tied together with the WOCN harp. Musical vignettes are heard. Sharp news department. Limited commercial load. All accounts get minimum 15-min. protection.  
Music -- Stand-pop 50% Album 30% Show tunes 20%

Weather at :10 & :40. Headlines at :25. News at :55

Sun. 10pm-2am: FRANK MEYER SHOW, Talk-Disc. Frank is the Miami stringer for Variety, and writes a popular show-biz column for a Miami paper. His open-phone show presents celebrated personalities discussing topics usually unrelated to their public lives. Has enjoyed an excellent response.

Indep.  
1140 kc  
10,000w day  
5,00w night

Miami, Florida  
**WQBA**

ABC Enter. Network Affil. -281-  
1550 kc  
10,000 w

Coral Gables, Florida

**WRIZ**

Savalli/Gates

Katz

NAB

AM	PROGRAM	TYPE	COMMENTS
5	RADIO CONTINENTAL MUSICAL	Ethnic (Span)	Audience primarily upper level adults with great number of total family units. Broadcasting predominantly in Spanish, WMIE has become an integral part of the life of the Spanish speaking population in Miami. The Latin American population has more than doubled in the area since 1953; there were 75,000 in Dade County at that time and today the number is estimated at approximately 300,000.
6			
7			
8			
9			
10			
11			
N	EL PERIODICO DEL AIRE (NEWS)		
1	RADIO CONTINENTAL MUSICAL		WMIE is one of the most powerful Spanish language stations in this country.. no Spanish language station licensed by the FCC operates with more than WMIE's 10,000 watts. Many of the station's current fans used to tune in the station when they lived in Cuba...the station continues to receive letters from Cuban listeners.
2			
3			
4			
5	NOTICIERO PAN AMERICANO (NEWS)		Essentially Miami's Spanish speaking population is made up of Cubans, but a substantial number are from other Latin American republics. Many of the Cubans in Miami have been there for a number of years. Thousands, of course, came when the present dictator overthrew his predecessor, thousands more have come since then. The basic Spanish speaking market is a more permanent population.
6	FORUM		
7	TREMENDA CORTE*		
8	DISCUSSION PROGRAMS		In serving this burgeoning market, WMIE has developed a forceful and creative staff. Emphasis is placed on a combination of pleasant personalities and substantial promotion both on and off the air...so that WMIE entertains both listeners and advertisers. WMIE has a particularly fine merchandising program for food and drug products
9			
10			
11			
M			
OVERALL TYPE		Ethnic (Spanish)	

AM	PROGRAM	TYPE	COMMENTS
5			
6	COLLIN, FRIED & COMPANY	Stand. Pop. Contemp.	South Florida's only two-man morning show is a drive-time hit. Their adlibs & quips are keyed to the moment. Dave & Joe make morning listening twice as funny...twice as enjoyable. And, the music is the best of what's happening. WRIZ Request Radio let's the listener take an active part in the fun.
7			
8			
9			
10	JACK LONDON	Stand. Pop. Contemp.	Jack adds the continental touch to So. Fla. mid-day radio. His "veddy-British" voice and his warm personality communicate with his housewife audience. WRIZ Request Radio adds that "special" ingredient to let the listener join in.
11			
N			
1			
2	CASEY JONES	Stand. Pop. Contemp.	WRIZ's Roundhouse Refugee adds spark & excitement to end of the day radio. "K.C." keeps bumper group up-to-date on the latest traffic information, plus sports & the kind of music to end the day right. Home folks can join in the fun with WRIZ Request Radio.
3			
4			
5			
6			6am to local sunset
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Standard-Popular-Contemporary	

\*Tremenda Corte - Comedy Novela  
News on the hour at 6, 7, 8am and 10, 11, and 12pm

ABC News...followed by Florida up-date on the half-hour.  
MINI-SPORTS: A one minute sports digest every hour on the hour.  
FLYING FISHERMAN: Direct reports every weekend from the WRIZ Flying Fisherman plane, covering the waters throughout our coverage area.

Indep.  
1080 kc  
10,000w day  
500w night

-282-

Coral Gables, Fla.  
(Miami)

**WVCG**

Katz

AM	PROGRAM	TYPE	COMMENTS
5	SOUND OF ENTERTAINMENT	Album Stand.	<p>24 hours a day, WVCG entertains with a vintage sound of beautiful music. The tempo varies from bright and bouncy in the morning, to soft and sentimental at night. Throughout the day, the listener hears the best cross-section of popular music in our nation's history. As nostalgic as yesterday, as current as today, the never-ending programs of beautiful music are interrupted only four times an hour for commercial messages during 75% of our broadcast day. The remaining 25% is interrupted only 6 times an hour. The WVCG news department is the best equipped radio news team in Florida. Using the exclusive combination of AP, UPI and UPI Audio Services, our newsroom is connected by direct line to every corner of the world. Our fully equipped news cruisers and the latest electronic communications and recording devices, plus the only helicopter traffic reports in South Florida ('Copter 1080) means local news developments are given equal attention. It's the professional know-how of an experienced 10-man newsteam that makes WVCG the first choice for a reliable news voice in South Florida. Our better broadcast plan for news includes two major multi-voice 15-min. reports every weekday at 7:45am and 5:15pm with update news on the hour, 24 hours a day, 7 days a week. In addition to our complete coverage news, The Dick Davis Stock Market Report, heard seven times every weekday, is another exclusive service heard only on WVCG.</p>
6			
7			
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Album - Standard	





Indep.  
1590 kc  
1,000 w

-264-

Milwaukee, Wisc.  
**WAWA**

Indep.  
1250 kc  
5,000 w

Milwaukee, Wisconsin  
**WEMP**

Dore & Allen

Metro Radio Sales

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	DR. BOB SHOW	Contemp.	
7			
8			
9			
10	AL BALLARD SHOW	Contemp	Newsarama - 12-12:30
11			
N			
1			
2	GOOD TIME EXPRESS	Contemp.	
3	O.C. White		
4			
5			
6	CHUCK SMITH SHOW	Contemp	
7			
8			6am to local sunset
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	TOWN AND COUNTRY HOUR	Pop.-Stand.	
6	COFFEE CLUB	Pop.-Stand.	As proprietor of the popular "Coffee Club", Tom is welcomed into thousands of Milwaukee kitchens every morning, and he shares the car pool with countless commuters on their way to work. He's on hand with bright, get-yourself-moving music, and those vital service features everyone wants-and needs-to get the day started right.
7	Tom Collins		
8			
9			
10	JOE DORSEY SHOW	Pop.-Stand.	Joe Dorsey is a longtime favorite, and his popularity is greater than ever. Listeners enjoy his music, his good humor, and light-hearted enthusiasm. The latest in sports and news shorts keep his audience entertained throughout the midday.
11			
N			
1			
2	ROBB THOMAS SHOW	Pop.-Stand.	Joined WEMP in 1950. Robb Thomas fills the vital afternoon drive period with a pleasing offbeat humor, and one of the best commercial announcing voices in the midwest. He's heavy on sports, news, and weather, to fill folks in on what's been happening, and there's plenty of that great blend of WEMP music to go along with the info.
3			
4			
5			
6	BILL DRAKE SHOW	Pop.-Stand.	Bill earned his wings in small market radio throughout the state. Here he developed a great commercial delivery that enhances a rich natural voice. He's also a subtle and good-natured commentator on almost any subject. Above all, Bill is tops as a commercial announcer.
7			
8			
9			
10			
11	ALL NIGHT SHOW	Pop.-Stand.	(to 5 am) Music in the night, for the night people.
M			

OVERALL TYPE Contemporary

OVERALL TYPE Popular - Standard

Mon., Wed., & Fri. - From the Pastors Study - Interview and Discussion.

News at :55

Heavy on rhythm & blues

5 min. news on the hour. Headlines at :20 past the hour. Special programming: Univ. of Wisconsin Football and Marquette Basketball in season. "Voice of Milwaukee" The WEMP sound doesn't rock and it doesn't lull. But it can swing. So if Sinatra, Damone, Dean Martin, Peggy Lee or Jack Jones hits with a lively finger-snapper, we include it, happily. WEMP is also the sound of Andy Williams, Barbra Streisand, Robert Goulet, Bert Kaempfert, Tony Bennett, Percy Faith, Al Hirt, Nelson Riddle, John Gary.

Indep.  
860 kc  
250 w

Milwaukee, Wisc.  
**WFOX**

ABC Info. Net.  
1130 kc  
50,000w day  
10,000w night

-285-

Milwaukee, Wisc.  
**WISN**

Stone

McGsvren-Guild-PGW

Hearst Corp.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6		Stand.	Milwaukee Radio 860 WFOX is now programming 100% good (standard favorites) music - sunrise to sunset - 7 days a week.
7			
8			
9			
10			News - 5 minutes before the hour and 25 minutes after. Frequent weather reports. Sports - early morning news roundup. afternoon news roundup.
11			
N			
1			
2			Specials - live interviews with visiting celebrities. These are impromptu, as the celebrities drop in.
3			
4			
5			
6			
7			Sunrise to local sunset
8			
9			
10			
11			
M			

OVERALL TYPE      Standard

AM	PROGRAM	TYPE	COMMENTS
5			
6	MORNING SHOW Charlie Hanson	Stand. Album	Charlie Hanson, comedian, MC's this program which features 30% news, plus weather shows, sports, Paul Harvey's News and Commentary, traffic reports, school lunch menu and Community Calendar.
7			
8			
9			
10	MID-DAY Ted Anthony	Stand. Album	Features, News, Calendars of Community Affairs, Tips for Homemakers, and Paul Harvey at 12 noon. Linkletter's Little Ones.
11			
N			
1			
2	SERENADE IN THE AFTERNOON Tom Lambert	Stand. Album	Exclusive Sound of Medicine series and Information Reports, 3:25 plus News.
3			
4	LIMELIGHT Larry Burger	Stand. Album	Emphasis on news, plus traffic reports from A.R.E.C and Highway Airports, Sound of Safety at 5:15, News Bloc with regional news, Alex Dreier, Business News, Tom Harmon Sports (5:55pm)
5			
6			
7	MUSIC FOR AN EVENING Ted Anthony Larry Cummins	Stand. Album	News and Outdoor features. World News Wrap-Up-9pm.
8			
9			
10	SERENADE IN THE NIGHT	Stand. Album	News summary 1pm and Barry Farber 11:05-11:30pm.
11			
M			

OVERALL TYPE      Album-Standsrd

Information News on the hour plus Information Reports. 189 Local newscasts every week. Krick Weather at :45.  
Beautiful music and news in depth plus informative features.

MBS Affil.  
1290 kc  
1,000 w

-286-

Milwaukee, Wis.

**WMIL**

NAB

Indep.  
920 kc  
5,000w day  
1,000w night

Milwaukee, Wisconsin

**WOKY**

NAB RAB

Adam Young

Blair

AM	PROGRAM	TYPE	COMMENTS
5			
6	CITY BOY Bill Bramhall	C & W	A 20 year veteran of the Milwaukee radio-TV scene. Cheerful voice, bright country music, time & temperature information, interspersed with helpful community information.
7			
8			
9	FRITZ THE PLUMBER	Ethnic	Milwaukee's favorite old-time music. Polka's, waltzes, marches, with Milwaukee's most famous radio personality. He has entertained our vast audience since 1948.
10			
11	JIMMY WEST SHOW	C & W	Sincere, pleasant delivery. Many personal appearances. Features the top 50 of the day plus the old country-western standards.
N			
1			
2	FRITZ THE PLUMBER	Ethnic	He speaks with a German accent (in fun) and plays Polkas, schottishes, waltzes, sing-alongs & perennial favorites. His "Tell 'em Fritz sent ya" keeps cash registers ringing.
3			
4			
5	JIMMY WEST	C & W	
6			
7			
8			5:45am to local sunset
9			
10			
11			
M			
OVERALL TYPE		Ethnic & Country Western	

Mutual News, bulletin board, hymn or inspirational song ends each hour.  
Milwaukee's original old-time and country music station audience is loyal, interested and ready to buy.

AM	PROGRAM	TYPE	COMMENTS
5	SKIP BELL (from midnight)	Contemp.	Now in his 12th yr. of radio...does a 1st class job.
6	GUY WILLIAMS	Contemp.	This good looking, witty young man is 24, a bachelor with a 'built-in smile' in his voice. Has worked in radio for 4½ yrs, at WKZO-Kalamazoo, WPKR-Battle Creek, WAUK-Waukesha, Wisc. Started at WOKY Dec.'64 & has worked all shifts well.
7			
8			
9	JACK LEE	Contemp.	Show popularly referred to as the "Lee Spree". Jack has a fascinating background in radio and TV. Came to WOKY from WAUK where he was station mgr. To quote him: "Top 40 radio is fun, with immediate satisfaction in aud.&sales"
10			
11			
N	BOB BARRY	Contemp.	WOKY's senior announcer-an 8 yr. vet on this staff, an all-round air salesman with particular appeal for housewives. The "Bob White Whistle" is a statewide trademark, and his popularity with all ages is consistent in this market.
1			
2			
3	BOB COLLINS	Contemp.	Billed as "Milwaukee's Dick Clark," Bob has worked in radio, TV and news media since high school. Now 28, he is winning a strong adult audience while holding a top spot with teens in this market. Bob has been DJ of the Month in 2 national magazines during the past yr., and the subj. of several local feature articles. Effective salesman
4			
5			
6			
7	RON THOMPSON	Contemp.	
8			
9			
10			
11	WOKY-TALKY Jon Ester		
M	SKIP BELL (til 6am)	Contemp.	Excellent background in commercial broadcasting-news, drama & industrial.
OVERALL TYPE		Contemporary	

News at :15 and :45

Indep.  
1340 kc  
1,000w day  
250w night

Milwaukee, Wisc.

**WRIT**

Robert Eastman

AM	PROGRAM	TYPE	COMMENTS
5	CHUCK BAILEY	Contemp.	
6	LEE ROTHMAN	Contemp.	
7			
8			
9	EDDIE DOUCETTE	Contemp.	
10			
11			
N	JACK GALLO	Contemp.	
1			
2			
3	BOB BRANSON	Contemp.	Long one of Milwaukee's top-rated shows, the W-RIT "Countdown" has a unique audience pull, attracting listeners of all ages who check the Top Ten closely each day. Easy-to-listen-to host.
4			
5			
6	"KING" ZBORNIK	Contemp.	A brand new King in W-RIT country. Our latest addition has designed his program with fun in mind, and he rates tops with the "in crowd". His fans really listen when he pushes a product. Clever use of gimmick sound effects and understanding his audience make him a true king of the evening airwaves.
7			
8			
9			
10	TEX MEYER	Contemp.	Sincerity and a smile in his voice makes this transplanted Texan an immediate hit with all. Intimate chatter with his listeners gives one the feeling he's programming with you alone in mind. Wrap-up man for W-RIT's busy day.
11			
M			

OVERALL TYPE Contemporary

HIGH HOPES is a public service feature produced by W-RIT Radio in conjunction with the Milwaukee School Board, and is designed to raise the aspiration level of Milwaukee's intermediate grade school children. HIGH HOPES is broadcast into 120 elementary school.

NBC Affil.  
620 kc  
5,000 w

-287-

Milwaukee, Wisc.

**WTMJ**

Henry I. Christal

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	RURAL ROUTE Bill Hoeft Jim Densmoor	Talk-Serv.	WTMJ's Farm Dir. & Asst. Farm Dir. with Agric. weather forecasts, news farming developments, rise & shine music.
6			
7	TOP OF THE MORNING Gordon Hinkley	Pop. Stand.	Bright, eye-opening music, comedy records, news, traffic At 7:40am-Ted Moore with sports. WTMJ Safetycopter reports throughout the morning designed to help motorists go to work more conveniently and safely.
8			
9	BOB BEASLEY SHOW	Pop. Stand.	The "Woman's Home Companion" with bright chatter, good music and features.
10			
11	ASK YOUR NEIGHBOR	Tel. Part	Gordon Hinkley-Q&A on phones
	WHAT'S NEWS	Int. Disc	Carol Cotten-with guests
N	WISCONSIN AT NOON Bill Hoeft	Talk-News	News, weather, farm features information and music.
1	GIVE & TAKE	Tel. Part	Carol Cotter & Gordon Thomas
	ASK YOUR NEIGHBOR	Tel. Part	Gordon Hinkley-Q&A on phones
2	BOB BEASLEY SHOW	Pop. Stand.	The "Woman's Home Companion" bright chatter, good music features.
3	JACK BAKER SHOW	Pop. Stand.	Jack presents music-WTMJ Safetycopter reports, news on the hr. and half-hr. with Gordon Thomas. Sports at 5:15-Blaine Walsh. Bill Carlsen's weather at 5:35. Business news at 5:55.
4			
5			
6	NEWS & SPORTS	Talk	Rod Synnes, Blaine Walsh, NBC News
7	BILL McCOLLOUGH SHOW	Pop. Stand.	Music & humor in the McCullough manner with news on the hour.
8			
9			
10	TODAY'S EVENTS	Talk	Don Parcher, Blaine Walsh and Bill Carlsen's weather.
11	NIGHT CALL Dave Adams (1am signoff)	Album	Quiet music for this time of night.
M			

OVERALL TYPE Populser-standard

WTMJ now offers motorists in metropolitan Milwaukee an exciting new service designed to help hundred of thousands of people go to and from work each day more conveniently and safely. The WTMJ SAFETYCOPTER service features complete, authoritative reports on traffic conditions on freeways and main arteries.

Indep.  
540 kc  
250 w

-288-

Milwaukee, Wisconsin

**WYLO**

Meeker Universal Station

AM	PROGRAM	TYPE	COMMENTS
5			
6	RELIGIOUS PROGRAMMING	Relig.	
7	THE CHUCKWAGON	C & W	
8			
9	RELIGIOUS PROGRAMMING	Relig.	
10			
11	THE CHUCKWAGON	C & W	
N	BOX 540	C & W	Agriculture, commodity reports, stockyard reports.
1	THE RANCHHOUSE	C & W	
2			
3			
4			
5	THE ROUNDUP	C & W	
6			
7	DON McNEIL SHOW	Variety	
8	THE ROUNDUP	C & W	
9			5:30 AM to 8:30 PM
10			
11			
M			
OVERALL TYPE		Country and Western	



# MINNEAPOLIS

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KDWB	6	40. 6-10a	30. 10-3p	40. 3-7p	30. 7-10p	20. 10-1a	80%	50%	5%	10%
	12	37.	27.	37.	27.	18.				
	18	34.	25.	34.	25.	16.				
	24	31.	23.	31.	23.	14.				
	30	29.	21.	29.	21.	13.				
	36	27.	19.	27.	19.	12.				
KQRS	6	13. 6:30-9:30a	10. 9:30-3:30	13. 3:30-6:30	6:30-12m		See Card	50%		
	12	12.	9.	12.	50% of daytime					
	18	11.	8.	11.						
	24	10.	7.	10.						
	36	9.	6.	9.						
	50	8.	5.	8.						
KRSI	6	17. 6-9a	15. 9-4p	17. 4-7p	10. 7-12m		80%	50%	10%	15%
	12	16.	14.	16.	9.					
	18	15.	13.	15.	8.					
	24	14.	12.	14.	7.					
KSTP	6	22. 6-10a	15. 10-4p	22. 4-7p	7-----6a		75%	50%		20%
	12	21.	14.	21.	50% of daytime					
	18	20.	13.50	20.						
	24	19.	13.	19.						
	30	18.	12.50	18.						
	36	17.	12.	17.						
KTCR	6	18. 6-10a	16. 10-3p	18. 3-7p			Drive -\$2	50%	5%	10%
	12	16.	15.	16.			Day -\$4			
	18	15.	14.	15.						
	24	14.	13.	14.						
	30	13.	12.	13.						
WCOO	6	148. 6-10a	85. 10-12n	142. 3-7p	60. 7-10:30	10:30-6a	See Card	4%	8%	
	12	138.	77. 1-3p	133.	55.	14. 12x				
	21	122.	65.	118.	47.	13. 24x				
						12. 36x				
						11. 60x				
WDGY	6	35. 6-10a	30. 10-3p	40. 3-7p	25. 7-----6a		80%	60%		8%
	12	33.	27.	36.	23.					
	18	31.	25.	34.	21.					
	24	29.	23.	32.	20.					
	30	27.	21.	30.	19.					
	36	25.	19.	28.	18.					
WLOL	5	18. 6-9a	16. 9-3p	18. 4-7p	13. 8-11p	4.75 12-6a	80%	50%		
	10	16.	14. 7-8p	16.	12.					
	15	14.	13.	14.	11.					
	20	13.	12.	13.	10.					
	30	12.	11.	12.	9.					
	50	11.	10.	11.	7.					
WMIH	6	19. 6-10a	16. 10-3p	19. 3-7p	13. 7-12m	8. 12-6a	80%	60%	10%	15%
	12	18.	15.	18.	12.	7.				
	18	17.	14.	17.	11.	6.				
	24	16.	13.	16.	10.	5.				
	30	15.	12.	15.	9.	4.				
WPBC	5	13.48 6-9:30a	12.38 9 <sup>30</sup> -3 <sup>30</sup>	13.48 3:30-7p	12.38 7-12m		80%	60%		
	10	13.20	12.10	13.20	12.10					
	15	12.93	11.83	12.93	11.83					
	20	12.65	11.55	12.65	11.55					
	25	12.38	11.28	12.38	11.28					
	30	12.10	11.	12.10	11.					
	35	11.83	10.73	11.83	10.73					
WUTC	5	26. 6:30-9:30	22. 9:30-3:30p	24. 3:30-6:30	14. 6:30-12m	11. 12-6a	80%	50%		10%
	6									
	10	24.		22.	13.	10.				
	12		20.							
	15	22.		20.						
	18		18.		12.	8.				
	24		16.		11.	7.				
30		14.		10.	6.					

Indep.  
630 kc  
5,000w day  
500w night

-290-

Minn.-St. Paul, Minn.

**KDWB**

McGavren-Guild-PGW

NAB

Indep.  
1440 kc  
5000 w day  
500 w night

Minn.-St. Paul, Minn.

**KQRS**

Meeker

RAB

AM	PROGRAM	TYPE	COMMENTS
5	BOBBY DAVIS (from 2am)	Contemp.	KDWB News. Bobby's special-ty can be tagged "Comic Ver-satility".
6	JACKSON ROSS PROGRAM	Contemp.	Bob Warren and KDWB News
7			
8			
9			
10	RON BLOCK PROGRAM	Contemp.	Robert Summer and KDWB News
11			
N			
1			
2	GENE LEADER PROGRAM	Contemp.	Stan Turner and KDWB News
3			
4			
5			
6	EARL L. TROUT III PROGRAM	Contemp.	Earl "Self Proclaimed - Ugly Fish Trout" is par excellence for communica-ting to his audience. Earl and his side kick, Grunion (a field mouse who usually puts down Earl) keeps the air fresh with their crea-tive verbal exchanges. Dan Ryan and KDWB News.
7			
8			
9			
10	JONNY MATTHEWS PROGRAM	Contemp.	Dan Ryan and KDWB News.  To 2am.
11			
M			

OVERALL TYPE Contemporary

KDWB News and The American Contemporary Network at :15 every hour. Weather Ball Weather twice daily. KDWB Metropolitan weather twice per hour.

AM	PROGRAM	TYPE	COMMENTS
5	JIM McSHANE	Pop. Contemp	Jim is always topical, sometimes satirical, and often controversial. His quick wit makes the morning fast-paced and profession-al.  "Exposure"...five 5-min. topical interviews by Jan Werner each week examining various aspects of one question. Topics range from morality to the drinking driver.
6			
7			
8			
9			
10	AL MITCHELL	Pop. Contemp	Middays, both Al and Jim keep the comments brief, the music breezy.  "Jan Werner Reports"... interviews and opinions on everything from fashions, entertainment, culture, and just plain fun.
11	JIM RONAY		
N			
1			
2	DICK DRISCOLL	Pop. Contemp	Unexpected humor and running gags are the rule afternoons. Dick is totally unpredictable..one moment straight announcer, the next, refreshingly funny. "McShane At Random"... Straight-shooting enter-tainment reviews and personality interviews.
3			
4			
5			
6	JIM RONAY	Pop. Contemp	The pace is relaxed with the accent on the smooth, commercial jazz sound.
7			
8			
9			
10	GEORGE FISHER	Pop. Contemp	
11			
M			

OVERALL TYPE Popular - Contemporary

News on the hour at :20 and :40; "Contrasts"..two con-trasting versions of the same tune played back to back at least once an hour; "Comedy"..specially edited cuts from the top comedy LP's sprinkled through the day.  
"Go Show"..Fast-paced, highly produced entertainment billboards for young adults on the go.  
The "Q" Sound is an undefinable blend of music and personalities designed for young adults on the go. Musically the base is a bright middle-of-the-road, blended with jazz, good rock, and some R & B. Short tongue-in-cheek features and plenty of put-ons add spice.

ABC Affil.  
950 kc  
1,000 w

-291-

Minn.-St. Paul, Minn.

**KRSI**

Kats NAB

AM	PROGRAM	TYPE	COMMENTS
5	REQUEST RADIO	Pop.- Stand.	We play songs requested by our listeners. We have 6 lines for requests and they are taken and requests played twenty-four hours a day.  News on the hour.  AM and FM Simulcast - twenty-four hours a day.  950 kc --- 104.1 mc
6			
7			
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			

OVERALL TYPE Popular-Standard

NBC Affil.  
1500 kc  
50,000 w

St. Paul, Minn.

**KSTP**

Edward Petry NAB RAE

AM	PROGRAM	TYPE	COMMENTS
5	WORLD TOMORROW	Relig.	Multiple award winning Farm Director NABF
	FARM FORUM	Service	
6	THE STEVE CANNON SHOW	Pop.- Stand.	Exciting, dynamic morning man. Only true personality in Minn.-St. Paul. Has a fine individual sense of humor which he evidences through his "Little Cannon" characters-Ma Linger, Morgan Mundane and Backlash LaRue. News, weather, features. Bob Ryan-Multiple award winning newscaster; Brooks Henderson, news.
7			
8			
9			
10	THE DAN ALLAN SHOW	Pop.- Stand.	Enthusiastic, jolly midday communicator. Provides a variety of interesting program fare designed primarily for the women of the house. He knows music and plays the kinds his many listeners want to hear. He also keeps the huge listening audience in close touch with time, temperature, latest community events, up-to-the minute news and weather headlines and special events. Brooks Henderson News.
11			
N			
1			
2	THE DON DUCHENE SHOW	Pop.- Stand.	A quick paced, entertaining, informative afternoon man providing programming to buoy the spirits and get everyone home in good shape for dinner. Don Buehler - KSTP Radio Director of News Morgan Beatty News
3			
4			
5			
6	THE CHARLIE BUSH SHOW	Pop.- Stand.	Mr. Lighthearted himself. A funloving program with Mr. Bush pulling at the silly strings.
7			
8			
9			
10	THE HENRY WOLF SHOW	Talk- Int. Disc.	The talk of the town. Introducing only high echelon guests from the fields of politics, civics, education, religion and anyone else who has something to say.
11			
M	THE CHARLIE BUSH SHOW	Pop.- Stand.	

OVERALL TYPE Popular - Standard

NBC News on the hour followed by five or ten min. of local regional news throughout the day. NBC Emphasis on the half hour. News specials produced regularly throughout the year when interest of the community dictates. An extremely elaborate Newsroom employing 40 people, 412 stringers throughout the five state area and nationally recognized by the 1965 RTNDA award for on-the-spot news coverage by a radio station. KSTP Radio also received the highly coveted George Foster Peabody Award for Public Service in 1963.

Indep.  
690 kc  
500 w

-292-

Minneapolis, Minn.

**KTCR**

CBS Affil.  
830 kc  
50,000 w

Minn.-St. Paul, Minn.

**WCCO**

Jack Masla

CBS Radio Spot Sales

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	MORNING BONANZA Mike Knight	C & W	The accent here is on the top C & W selections of the nation. News stresses the local scene and strong sports coverage. Jerry Cunning heads the news staff for this important time period. Women's news is included with some special features for the "gals on the go".
7			
8			
9			
10			
11	MORNING BONANZA Bobby Marshall	C & W	Easy patter with a country music favorite.
N	AFTERNOON JUBILEE Bobby Marshall	C & W	News is geared to a mixed metro and rural audience. Market reports, too. Same pace and features as in the morning Bonanza program.
1			
2			
3			
4	SAGEBRUSH SYMPHONY Dan Hertsgaard	C & W	Pace is picked up and closing market reports are included. "Nashville Sound of the North"...a moving, on-the-go sound featuring country-western music, late news and road reports.
5			
6			
7			To local sunset.
8			
9			
10			
11			
M			

OVERALL TYPE

Country & Western

News on the hour and half-hour. Sports news at 7:45 and 8:45 a.m., 4:45 p.m. Bulletin Board at 11:15. Special programs as situation demands. Covers 47 county area in Minnesota and Western Wisconsin.

AM	PROGRAM	TYPE	COMMENTS
5	SUNRISER AND FARM FEATURES	Serv. Stand. Pop.	Roger Erickson & Maynard Speece with news, weather, Farm Information. Music.
6	TOP OF MORNING	Variety	Speece & Erickson-humor, talk
	FARM & HOME NEWS CHUCKLEWAGON	Serv. Std. Pop.	Chuck Lilligren-Howard Viken farm news - music.
7	CBS & LOCAL NEWS	Talk	news and sports
	FIRST BANK NOTES	Std. Pop.	Service features with music
8	HOWARD VIKEN SHOW	Pop. Stand.	Bright blend of recorded music by the top morning man in the market. His humor, time-weather-traffic reports plus Joyce Lamont with community service announcements.
9			
10	ARTHUR GODFREY SHOW	Variety	CBS show with Godfrey, orchestra and guests.
11	JERGEN NASH TIME	Stand.	Good company for busy homemakers. Music for Nash to "waltz around the kitchen".
N	GOOD NEIGHBOR	Serv.	Bob DeHaven-weather, farm, mkt.
	NEWS & FARM	Talk	Jergen Nash & Maynard Speece
1	BOONE & ERICKSON	Humor	Skits, parodies, jokes, humor.
2	PARTY LINE Boone & Erickson	Talk-Tel. Part	Listeners call & question guests and experts.
3	CHARLIE BOONE IN THE AFTERNOON	Pop.-Stand.	Well-produced and presented show of recorded music. Steady flow of news, service and traffic reports for drive-home audience.
4			
5	NEWS & SPORTS	Talk	Jergen Nash & Paul Giel
	VIP SHOW	Pop. Std.	Humor & music-Howard Viken
6	NEWS & SPORTS	Talk	Lowell Thomas-Enroth-Giel
	ON THE GO WITH 'CCO	Stand. Pop. Talk-Int. Disc.	Interviews with interesting personalities and newsmakers, reports from various community events, plus good music. Radio can go everywhere and this show does. Frequent CBS specials.
8			
9	HONEST TO GOODNESS	Quiz	Charlie Boone, Dick Chapman
	JERGEN NASH	Stand.	Truly fine music-news
10	BIG 10 NEWS & SPORTS	Talk	Dick Chapman, Al Shaver-local and CBS news.
	HOBBS HOUSE Franklin Hobbs (to 5am)	Pop.-Stand. Album Show & Movie Jazz	One of nation's most successful all-night shows. News every hour, frequent weather & service reports. Show biz guests. 50kw clear channel brings coast-to-coast audience.
11			
M			

OVERALL TYPE

Varied

12 1/2 mins. CBS-local news & weather every hour. CBS Dimension on half-hour. Many other local talk-service-sports-news-farm features throughout schedule. Extensive public service & community involvement activities in programming. All big time sports. Minn. Twins baseball, Minn. Vikings football, Minn. North Stars hockey, Univ. of Minn. football. In 1966 won Peabody, duPont & Sigma Chi Awards for public service. Only station to ever win all 3 in same year. Reporting bigger audiences than local TV stations.

Indep.  
1130 kc  
50,000w day  
25,000w night

Minneapolis, Minn.

**WDGY**

Mutual Affil.  
1330 kc  
5,000 w

-293-

Minneapolis, Minn.

**WLOL**

Blair Storz Station

NAB RAB

Major Market Radio

AM	PROGRAM	TYPE	COMMENTS
5	GEORGE YOUNG	Contemp.	From 1am. Farm Report 5am.
6	JERRY BROOK SHOW	Contemp.	
7			
8			
9	JAY BOWMAN SHOW	Contemp.	WDGY's newest personality. His wry humor made Jay J. the highest rated DJ in Okla. City where he served with two stations in a 4yr. period...the Storz KOMA and WKY. Talent & electronic aspects of radio lured him into a fast-rising career.
10			
11			
N	JOHNNY CANTON SHOW	Contemp.	8 yrs. radio experience includes...announcer & Program Dir. at WNOW, York Pa., top-rated personality of WHAM, Rochester, N.Y. The "Canton Show" is marked by easy listening, subtle comedy and warm interest for the listener.
1			
2			
3	SCOTT BURTON SHOW	Contemp.	Twin Cities commuters find the "going" easier when they are tuned to "The Sound of Scott. He helps with safe driving tips & 4 daily traffic reports from WDGY Mobile Units. Stylish radio performance stems from a rich background.
4			
5			
6	JIM DANDY SHOW	Contemp.	An Imperial Leader of the "Royal Order of Night People" Jim rules over one of the most avid fan clubs in radio history. Purple membership cards entitle listeners to attend special events throughout the year.
7			
8			
9			
10	PERRY ST. JOHN SHOW	Contemp.	Perry has developed a style of radio patter and friendly conversation which has earned him a large and loyal audience.
11			
M			
OVERALL TYPE		Contemporary	

News at :20  
News & Sports at :40  
Weather at :10 and :50

AM	PROGRAM	TYPE	COMMENTS
5	DATELINE WITH GARY SHORT	Talk-Tel. Part. Int. Disc.	All WLOL programming is phone and guest discussion. Time, weather, sports, stocks, road reports. Local and Mutual news on the hour-headlines at the half. Housewife of the day. Fishing, hunting, ski reports. Traffic reports from helicopter. Exclusive Central weather service.
6			
7			
8			
9	WIFELINE WITH BRAD JOHNSON	Talk-Tel. Part. Int. Disc.	Basically housewife subjects from child raising, birth control, etc. Housewife of the Day. Central Weather.
10			
11			
N	NEWSLINE	Talk-Int. Disc.	Interview with newsmaker of the day, doctors, lawyers, personalities.
1			
2	CURRENTLINE WITH KEN MINYARD	Talk-Tel. Int. Disc.	Phone interview on any topic of discussion that day. Traffic Reports from Helicopter. Central Weather Service. Stock Reports. Direct calls to newsmakers of day.
3			
4			
5			
6	SPORTSLINE	Talk-Tel.Int.	Phone and interview confined to sports.
7	NIGHTLINE WITH ALEX BENNETT	Talk-Tel. Int. Disc.	Phone interview on lively topics. Direct calls to newsmakers of day. Sports reports. Central Weather Service.
8			
9			
10			
11			
M	OPEN LINE WITH JOE BOYLE	Talk-Tel.Part	Open discussion on phone on various subjects.
OVERALL TYPE		Talk - Tel.Part - Int,Disc.	

Univ. of Minnesota football.  
Minnesota State Hockey and Basketball Tournaments.  
Minnesota Classic Golf.



Indep.  
1400 kc  
1,000 w day  
250 w.night

-294-

St. Paul, Minn.

**WMIN**

Alan Torbet Assocs.

AM	PROGRAM	TYPE	COMMENTS
5	JOHNNY HARLOW (from midnight)	C & W	Disc-personality show featuring audience participation.
6	DON K. MARTIN	C & W	Mature type disc personality show appealing to 18 - 40 age group.
7			
8			
9			
10	ED ANTHONY	C & W	Audience participation, housewife oriented show. Special emphasis on daily culinary quiz. Personality type delivery.
11			
N			
1			
2	HANK WEBB	C & W	Top 50 type disc <u>personality</u> show.
3			
4			
5			
6	MORGAN HILL	C & W	Disc <u>personality</u> show. Features include live broadcasts from area's leading night spots.
7			
8			
9			
10			
11			
M	JOHNNY HARLOW (to 6 a.m.)	C & W	Disc personality show... featuring audience participation.

OVERALL TYPE C & W

News at :55 - Headlines at :25 - Sports at :20.  
WMIN's 24 hour a day progressive approach to Country Music is aimed at and appeals to the 18 - 40 year old age group. Emphasis on Big Voiced mature-sounding Personality announcers.

Indep.  
980 kc  
5,000 w

Minn.-St. Paul, Minn.

**WPBC**

John C. Butler

AM	PROGRAM	TYPE	COMMENTS
5			
6	MORNING MAGAZINE	Stand. Album	WPBC's famed Better music, time, temp., weather, road & flite conditions, school closings, service & info. Capsule commentary by Dr. Walter Judd, Quincy Howe, Robert St. John; 1-minute actualities; personal success philosophy by Earl Nightingale.
7	Doug Ames Jack Hastings		
8			
9	BETTER MUSIC	Stand. Album	Time and temp., news every hr. Jack Hastings host 9-10am; Doug Ames host 10-11am. Adults talking to adults..music for adults.. radio for adults.
10	Jack Hastings Doug Ames		
11	THE WOMAN'S TOUCH	Serv.	Becky Ann Stewart- <sup>News</sup> Hints
N	BETTER MUSIC	Stand. Album	Hosts Doug Ames and Phil Brown..both these men are institutions with WPBC and Twin Cities radio listeners. Confident, likeable <u>professionals</u> .
1	Doug Ames Phil Brown		
2	SCRAPBOOK	Talk	Bill Stewart, music, opinion
3	BETTER MUSIC	Stand. Album	Hosts Phil Brown and Paul Bernards. WPBC's famed Better Music, plus news-weather-sports every hour. And Earl Nightingale again at 5pm..to 5:05pm. Adult radio.
4	Phil Brown Paul Bernards		
5			
6			
7	WPBC'S MUSIC HALL OF FAME	Stand. Album	Host Paul Bernards..accent on timeless Better Music. Each night's concert featuring special composers, scores from Broadway films, operettas, musical comedy, and special artists. Tremendous following. This series has become a WPBC hallmark.
8	Paul Bernards		
9			
10	SCRAPBOOK	Talk	Bill Stewart-music, opin.
11	BETTER MUSIC	Stand. Album	Host Paul Bernards..news. Adult radio.
M	Paul Bernards		

OVERALL TYPE Standard-Album

News every hour on 1/2 hr. 7 10-min seg. per day and 5 5-min. segments. Personal success philosophy, marriage problem-solving material presented in 5-min talk features on regular daily basis.  
100% Simulcast on WPBC AM..WPBC-FM..and WPBC-FM Stereo  
Better Music is a management controlled and auditioned and programmed blend of semi-classics, popular classics, show music, pop concert, smooth melodic, lush arrangements of standards from the popular music field, plus lush arrangements of current pops that fit the overall sound..No Top Forty--no rock. All music from stereo albums. Responsible newscasts.

Indep.  
1280 kc  
5,000w day  
5,000w night

-295-

Minneapolis, Minn.

**WWTC**

Metro Radio Sales Buckley Station

AM	PROGRAM	TYPE	COMMENTS
5			
6	COOK'S TOUR OF MUSIC Randy Cook	Stand. Pop.	Local, regional, national news on the half hour. Bruce Anderson - AM News Anchor man. Traffic and Sports reports. Investors' Market Capsule direct from Piper, Jaffray and Hopwood. School Menu Minders (so Mom won't duplicate dinner).
7			
8			
9			
10	FOSHAY IN THE MIDDAY G. Edward Foshay	Stand. Pop.	Foshay helps the housewife through the day with more WWTC beautiful music. House-keeping tips, weather, and five hourly Community Bulletin Boards are part of the fare to keep the housewife aware.
11			
N			
1			
2			
3	JACK REYNOLDS SHOW	Stand. Pop.	Jack plans his music and brief comments to make the end of the day the bright part of the day. Sports reports, traffic, road conditions, PM news along with WWTC's fleet of 4 mobile news units.
4			
5			
6			
7	JOEL LARSON SHOW	Stand. Pop.	Joel's music is designed for relaxing. After 8:30 the tempo subsides a bit and Larson presents a pleasing proportion of brief chatter and more great WWTC music. 10-10:30 Campus Memos - information of current happenings on campuses of 5 major colleges in Twin Cities.
8			
9			
10			
11			
M			
OVERALL TYPE		Standard-Pop.	

WWTC presents full, rich orchestral arrangements of the familiar time-honored favorites, highlighted by beautiful musical versions of contemporary music programmed in 8-10 minute uninterrupted "blocks". WWTC plays more adult music than any Twin Cities radio station. Strategic trafficking, alert-topical announcers, unique production effects, make WWTC the big independent in the Twin Cities. Emphasis on bright, quality arrangements of familiar music.

**GOT AN IDEA FOR US**

**THAT CAN MAKE**

**PLANNING AND BUYING**

**EASIER FOR YOU?**

**TELL US ABOUT IT.**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WABB	6	18. 6-9a	12. 9-4p	18. 4-7p	10. 9-----6a		80%	50%	4%	8%
	12	14.	11.	14.	9.					
	18	12.	10.	12.	7.					
WGOK *	13	8.55 All periods					5.55	4.27		
	Freq.	26	8.10				5.25	4.05		
	Rates	52	7.65				5.	3.87		
		104	7.20				4.70	3.60		
		156	6.75				4.40	3.27		
		208	6.30				4.10	3.15		
		260	5.85				3.80	2.92		
		312	5.40				3.50	2.70		
		500	4.95				3.20	2.48		
		750	4.60				3.	2.30		
	1000	4.25				2.75	2.12			
WKRQ	5	13. 5:30-9a	10. 9-3:30p	13. 3:30-7p	10. 7-12m		75%	50%		10%
	10	12.	9.	12.	9.					
	15	11.50	8.50	11.50	8.50					
	20	11.	8.	11.	8.					
	25	10.50	7.70	10.50	7.50					
WLIQ *	52	6. All periods (except Joe Pyne Show)					75%	75%		
	Freq.	104	5.50							
	Rates	156	5.							
		260	4.50							
		520	4.							
	1040	3.50								
WFUP	6	8.50 6-9a	7. 9-3p	7.50 3-6p	7. Other		80%	50%		10%
	10	8.	6.50	7.	6.50					
	15	7.	5.50	6.	5.50					
	20	6.	5.	5.50	5.					
WUNI	12	13. 6-10a	11. 10-3p	13. 3-7p	9. Other		80%	50%		
	18	12.	10.	12.	8.					
	24	11.	9.	11.	7.					
	36	10.	8.	10.	6.					
WZAM *	13	9.50 All periods					80%		0%	15%
	Freq.	26	9.							
	Rates	52	8.							
		104	7.							
		156	6.							
		260	5.50							
		312	5.							
		520	4.50							
	1040	4.								

Indep.  
1430 kc  
5,000 w

Mobile, Alabama  
**WABB**

MBS Affil.  
900 kc  
1,000 w

-297-

Mobile, Alabama  
**WGOK**

Robert Eastman

Dore & Allen OK Group

AM	PROGRAM	TYPE	COMMENTS
5	BOB RALEIGH PROGRAM	Contemp	Bob chits and chats with cohorts Sam & Al. Another featured guest on the show is Lyndon Baines Flogg. Bob daily salutes our Citizen of the Day..Our Birthday Cake winner, Our Teacher of the Day..Our Fighting Men in Vietnam. 20-20 News aided by our news unit local "voicers" and UPI Audio are as vital as that morning cup of coffee.
6	"The Morning Mayor"		
7			
8			
9	MAC ALLEN PROGRAM	Contemp	Mac in his nostalgic way brightens the gloomiest of days..tella Mom to relax.. Dads gone, the kids are off to school. Contests like the current one that gives Mom and family dinner at one of Mobile's finest restaurants are commonplace. WABB's Community Bulletin Board.
10	"The Housewife's Home Companion"		
11			
N	NORM MILLER PROGRAM	Contemp	Norm in addition to great music provides Mobile with a chance to buy & sell, swap & shop daily on the "Bargain Counter". WABB listeners call-in and are put on the air with cars and baby buggys, surfboards and living room suites all either wanted or for sale. It's a regular want-ad of the air and response is fantastic.
1	"The Bargain Counter"		
2			
3			
4	CHEM SMITH PROGRAM	Contemp	Home again for thousands. 20-20 News recaps the day and brings Mobile the latest including Radio Mobile traffic reports. Kids call in and vote for their favorite songs that are played back beginning at 5 pm as that days "Instant Top Ten"
5	"Bumper to Bumper"		
6			
7	SCOTT SHANNON PROGRAM	Contemp	Folks are wondering what "Supershan" will do next. The world' fastest talking DJ recently Dyed for his listeners. Dyed his hair their school colors that is, and gave the winning school free admission to a groovy Good Guy dance. Voting was done by mail and the school with the most votes won. Scott keeps close tabs on the music Mobile wants to hear and helps compile the Boss 30 every week. Instant Requests a regular feature.
8	"Supershan's Shindig"		
9			
10			
11			
M	ROB JENNINGS PROGRAM	Contemp	Rob, through the dawning, plays many "great" oldies. 20-20 news.
	"All-Nite Satellite"		

OVERALL TYPE Contemporary

5 min. at :40  
2 min. at :20  
Includes news, weather, sport news, specials, etc. Billboard, cashbox, song pluggers, juke play, record store surveys and telephone requests are used to determine the top tunes of the area. Phone requests are played. About 14 records are played per hour. Features include "Pic Hit", Million Seller, #1 Tune, Memory Tune, Mystery Tune, etc. Music varies throughout the day to suit the age of audience.

AM	PROGRAM	TYPE	COMMENTS
5	SUNRISE SPIRITUALS	Relig.	Gospel & spiritual music - brought to Mobile by its most popular gospel man. News, weather, time, temp.
6	Rev. A.J.Crawford		
7	RICKY WILLIAMS SHOW	R & B	Ricky has something for everyone from six to sixty. The fastest R&B show in Mobile, along with the latest sports, news, weather. Mobile gets rolling with Ricky.
8			
9	BRIGHTER DAY Irene Johnson BRIGHTER SIDE OF MOBILE	Relig. Serv. Talk-Serv.	One of top 10 spiritual DJ's in U.S. Recipes, house hints Church & women's club news.
10	SWEET CHARIOT'S TIME Rev.A.J.Crawford	Relig.	Rev. Crawford returns for a mid-morning spiritual chat with housewives.
11	HAPPY JOHNNY SHOW John Pettitt	R & B	John brings a show for all, with witty chatter and riddles.
N	RICKY WILLIAMS SHOW	R & B	Mobile swings with Ricky's real adult entertainment. Ricky's a showman and a salesman.
1			
2	SPIRITUAL SUNBEAM Rev.A.J.Crawford	Relig.	Great gospel and spiritual music, brings solace to all who grieve, prayers for sick
3	HAPPY JOHNNY SHOW John Pettitt	R & B	Happy Johnny closes the day with a wide variety of music featuring the best of white and Negro artists. He's a real swinger.
4			
5			
6			Sunrise to local sunset
7			
8			
9			
10			
11			
M			

OVERALL TYPE Rhythm & Blues

Mutual News on half-hour. Local and regional news and weather on the hour. Network and local sports news carried throughout the day. All Negro DJ's.

CBS Affil.  
710 kc  
1,000w day  
500w night

-298-

Mobile, Ala.  
**WKRG**

Indep.  
1360 kc  
5,000 w

Mobile, Ala.

**WLIQ**

H-R

#AB

Paul Raymer

AM	PROGRAM	TYPE	COMMENTS
5	JIM SCOTT SHOW	Stand. Pop.	Jim can be delightfully humorous or provocative or informative...response from his listeners is truly amazing.
6			
7	NEWS PANARAMA	News	CBS News, local and sports.
8	JIM SCOTT SHOW	Stand. Pop.	
9	ARTHUR GODFREY TIME	Variety	
10	LES WOODRUFF SHOW	Stand. Pop.	Music to do housework by.
11	BARRY FARRER SHOW	Talk	
N	LES WOODRUFF SHOW	Talk-Tel. Part.	Les hosts "Answer Please" a telephone show on WKRG for six years.
1	SWAP SHOW	Talk-Serv.	
2	DAVE ALLEN SHOW	Stand. Pop.	Dave Allen is well traveled and read. He gets his drive time audience home safely and full of knowledge and good cheer.
3			
4			
5			
6	NEWS PANARAMA	Talk-News	Winner of A.P. Pacemaker Award for 1965 for news excellence 4 superior awards.
7	DAVE ALLEN SHOW	Std.Pop.	
8	MUSIC TRAIL Steve McGill	Stand. Pop.	Big instrumentals -- fully sponsored.
9	BANDSTAND	Stand. Pop.	Two great bands featured each night-fully sponsored.
10	CBS BLOCK	Talk	
11	NIGHTSOUNDS	Stand. Pop.	Old standards until 10pm, more modern bands and vocalists until midnight.
M			
OVERALL TYPE		Standard-Pop.	

AM	PROGRAM	TYPE	COMMENTS
5	DICK SCOTT SHOW	Pop. Stand.	Dick keeps things moving, humorous and informative. ABC-Mutual-Local-Sports- and State news and weather.
6			
7			
8			
9	EXCHANGE LADIES MAN Dick Scott	Talk-Variety	Want Ad show with Dick Scott Market's only show for housewives. Music-info-vignettes.
10	JOHN ARGO SHOW		
11	DIALOGUE Joe Vincent 11-12 John Argo 12-1	Talk-Tel. Part.	Joe Vincent hosting Dialogue for over two years.
1			
2	JOE PYNE	Talk-Int.Disc.	The #1 talker
3	ROLLING HOME SHOW	Pop. Stand.	Jan has been in this time slot for over two years. Local news & sports for those on the move.
4			
5	ABC NEWS BLOCK	Talk	News Around the World; Tom Harmon, Alex Drier. Local news.
6	SOUTHERN SERENADE	Stand.	Smooth flowing renditions of great standards.
7			
8			5am to local sunset.
9			
10			
11			
M			
OVERALL TYPE		Popular standard	

CBS News on the Hour.  
WKRG News on the half hour. Weather at :15 and :45.

WKRG is the adult image station in the market.  
Local football - Alabama football.  
"The Voice of Mobile"

Excellently produced adult popular middle-of-the-road. During drive time periods telephone talk and conversation. ABC Information News on the hour. Mutual News on half-hour Local news at :25. 39 broadcasts of State, National, World, local and sports news daily. Best local news and news staff in the market.



Indep.  
840 kc  
1,000 w day

Mobile, Alb.  
**WTUF**

NBC Affil.  
1410 kc  
5,000 w

-299-

Mobile, Alabama  
**WUNI**

Alan Torbet Associates

Stone

RAB

AM	PROGRAM	TYPE	COMMENTS
5	JACK CRISP SHOW	Contemp. Pop.	News 5 minutes before the hour. Headlines at the half hour
6			
7			
8			
9	MIKE HARRISON SHOW	Contemp. Pop.	
10	TRADING TIME	Tel.Part	
11	MIKE HARRISON SHOW	Contemp. Pop.	
N			
1	DAN RICHARDS SHOW	Contemp. Pop.	
2	TOM TYLER SHOW	Contemp. Pop.	
3			
4			
5			
6	DAN RICHARDS SHOW	Contemp. Pop.	
7			sunrise to local sunset
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5			
	FARM PROGRAM	Talk	Farm news, ideas, weather
6	MIKE MALONE SHOW	C & W	Time, temperature often Weather in depth NBC News Local News Sports News Modern Country & Western Music
7			
8			
9			
10	BOB BELL SHOW	C & W	Time, temperature often Weather in depth NBC News Local News Sports News Modern Country & Western Music With a slant toward the housewives
11			
N			
1			
2	CHARLIE MONK SHOW	C & W	Time, temperature often Weather in depth NBC News Local News Sports News Modern Country & Western Music Program aimed at a mobile or moving Mobile.
3			
4			
5			
6	NITELINE WITH CLIFF COLE	C & W	Time, temperature often Weather in depth NBC News Local News Sports News Modern Country & Western Music With program aimed at family listening. Play-by-play sports when scheduled.
7			
8			
9			
10			
11			
M			

OVERALL TYPE Contemporary- from Frank Sinatra to The Beatles.  
News & Weather - 5 minutes on the hour.  
Local, regional, national, international, headlines every half-hour.  
Sports round-up daily.

OVERALL TYPE C & W  
NBC News & Sports - Local News & Sports - Play-by-play sports.  
Programming aimed at a buying pulse--21 to 40.  
MUSIC POLICY: Country-Western. All music screened to eliminate questionable lyrics. Music programmed on tempo basis in a cycle of slow, medium and fast.

Indep.  
1270 kc  
1,000 w

-300-

Mobile, Alabama

**WZAM**

Direct

Duke Bcdsting.

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	CLAY DANIELS	C & W	Clay Daniels, a ten year veteran of Mobile, has the C & W background of a life-time listening and performing, plus an NBC announcing voice. He is a recording artist, and night club entertainer. As Clay sells so does Mobile buy. He is P.D.
7			
8			
9			
10	HAPPY WAINWRIGHT	C & W	"Happy" is a 20 year vet. of Mobile Radio & TV. He, too, is a recording artist, and entertainer. He's our country boy and the promoter of "Jimmy Rodgers Days" annually. His uncanny wit and deep civic involvement make him the most loved Mobile Son.
11			
N			
1			
2	NORRIS MAYBERRY	C & W	Norris is station mgr. and afternoon D. J. He talks mom's talk with humor and good natured kidding of friends, D. J.'s business in general. He is the persistent hitch-hiker who goes home with more Mobile C & W fans than any competitor.
3			
4			
5			
6			5 a.m. to local sunset
7			
8			
9			
10			
11			
M			
OVERALL TYPE		C & W	

5 min. news at 5 before the hour, plus sports, and farm news. Lots of on-the-scene remotes from fully remote studio, rsdio equipped news car and airplane.

WZAM'S music combines top C & W singles, albums and gold oldies. Every area of C & W music is covered.

# NASHVILLE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

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All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WENO *	52	14. 6-9a	13. 9-4p	14. 4-7p	7. 7-12m		75%	50%		
	156	13.	12.	13.	6.50 5-6a					
	260	12.	11.	12.	6.					
	312	11.	10.	11.	5.50					
	520	10.	9.	10.	5.					
	1040	9.	8.	9.	4.50					
WKDA	6	36. 6-10a	32. 10-3p	36. 3-7p	32. 7-10p	25. 10-6a	80% (20- Sec)	50%	4%	8%
	12	35.	31.	35.	31.	23.				
	18	33.	30.	33.	30.	22.				
WLAC *	1	20. 6-10a	16. 10-4p	20. 4-7p	26. 7-1a	20. 1-6a	80%	50%		
	260	15.	11.	15.	22.	15.				
	312	14.	10.50	14.	21.	14.				
	500	13.	10.	13.	20.	13.				
	750	12.	9.50	12.	19.	12.				
	1000	11.	9.	11.	18.	11.				
	1250	10.	8.50	10.		10.				
	1500	9.	8.	9.		9.				
WMAK	6	17.50 5:30-9a	15.50 9-3p	17.50 3:30-7p	15.50 7-12m	13. 12-5:30a	80%	50%		10%
	12	16.50	14.50	16.50	14.50	12.				
	18	15.50	13.50	15.50	13.50	11.				
	24	14.50	12.50	14.50	12.50	10.				
WSIX	3	40. 6-9a	30. 9-4p	35. 4-7p	19. 7-12m		80%	50%		
	6	37.	28.	33.	18.					
	9	35.	26.	31.	17.					
	12	33.	24.	29.	16.					
	15	31.	22.	27.	15.					
	18	29.	20.	25.	14.					
	21	27.	18.	23.	13.					
	24	25.	16.	21.	12.					
	30	22.	14.	18.	10.					
WSM	10	57.				23.75 10:30-	75%	50%	10%	20%
	15	54.				22.50 6a				
	20	51.				21.25				
	25	48.				20.				
	30	45.				18.75				
WVOL	10	13.80 6-9a	11.55 9-3:30p	13.80 3:30-	11.55 6:30-		80%			See Card
	15	13.25	11.05	13.25 6:30p	11.05 12m					
	20	12.55	10.50	12.55	10.50 5-6a					
	25	11.95	10.	11.95	10.					
	30	11.25	9.45	11.25	9.45					
	35	10.70	8.95	10.70	8.95					

Indep.  
1430 kc  
5,000w day  
1,000w night

-302-

Madison, Tenn.  
(Nashville)  
**WENO**

Indep.  
1240 kc  
1,000w day  
250w night

Nashville, Tenn.  
**WKDA**

Stone

NAB

Robert Eastman

NAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	WAKE-UP SHOW Don Anderson	C & W		5	GOOD GUY BRUCE CLARK	Pop. Contemp.	(from midnight)
6	THE MORNING SHOW	C & W		6	GOOD GUY DAVE ALLEN	Pop. Contemp.	Music is Top 40 or Contemp. Pop. contests every half hour, traffic news, local and national humor with pre- pared vignettes, regular 1 characters, pleasant, bright pace. Dave is also WKDA's program director.
7	Ed Hamilton			7			
8				8			
9				9	GOOD GUY DJ DAN	Pop. Contemp.	Music is Top 40 or Contemp. Pop. show aimed at house- wives, and in summer, also teenagers. Contests every half hour, plenty of humor. Dan is also WKDA's music director.
10	THE OPEN HOUSE SHOW	C & W	On remote days, Don Anderson substitutes for Paul Perry on this segment.	10			
11	Paul Perry			11			
N				N	GOOD GUY JOHNNY "K"	Pop. Contemp.	Music is Top 40 or Contemp. Pop. Contests every half hou hour, fast paced, sharp delivery, and much music.
1				1			
2	THE ROAD SHOW	C & W		2			
3				3			
4				4	GOOD GUY BOB COLE	Pop. Contemp.	Music is Top 40 or Contemp. Pop. Contests every half hour, fast paced. Bob com- bines his rich delivery with prepared drop-ins and vignettes.
5				5			
6	THE WENO TELEQUEST SHOW	C & W		6			
7	Neal Merritt or Ken Campbell			7	GOOD GUY JOHNNY WAILIN	Pop. Contemp.	Music is top 40 or Contemp. Pop. Contests every half hour. Johnny is after the teens, and gets them with rapid delivery, audience par- ticipation, plenty of music and prepared humor. Humorous commercials are a part of this quick moving show.
8				8			
9				9			
10				10			
11				11			
M				M	GOOD GUY BRUCE CLARK	Pop. Contemp.	Music is Top 40 or Contemp. Pop. News.
OVERALL TYPE				Country & Western			
OVERALL TYPE				Contemporary Popular			

WENO news on the hour and half-hour. H.S.football on Friday nights 7-10pm. Atlanta football games on Sun. afternoon 12:30-4pm. Ice Hockey games any night from Sunday through Saturday 7-9:45pm. Two sports shows by Tom Powell from the Nashville Tennessee Sports Desk at 7:45am and 4:45pm Mon. through Sat. Weather every 15 minutes. Community Bulletin Board - one in each show every day.

News at :55, headlines at :30. Two full time newsmen. WKDA action central has won the news award from the Middle Tenn. Radio & TV Council 9 out of the last 11 years. WKDA broadcasts the most popular music on a continuous basis. WKDA has won the Station of the Year Award for two consecutive years from the Middle Tenn. Radio & TV Council.

CBS Affil.  
1510 kc  
50,000 w

Nashville, Tenn.  
**WLAC**

Indep.  
1300 kc  
5,000 w

-303-

Nashville, Tenn.  
**WMAK**

Katz	PROGRAM	TYPE	COMMENTS
5	THE WORLD TOMORROW	Relig.	
	BOB JENNINGS	C & W	
6	JIM THOMAS	Pop.-Stand.	Continuous inserts of news-sports-information. WLAC News Radio is known as "The Informer" in Nashville... stressing "what" is going on in the world today and how it "effects" each of us. Traffic helicopter reports. "Editorial Comments" from F.C. Sowell. Along with the best of today's music.
7			
8			
9			
10	ARTHUR GODFREY TIME	Variety	
11	JOE PYNE SHOW	Talk-Int.Disc.	Syndicated talk-interview show.
N	TALK-BACK TENNESSEE	Talk-Tel.Part.Int.Disc.	John Ferguson hears listeners comments about anything & everything.
1	FOCUS Roland Wolfe	Talk-Int.Disc.Tel.Part.	Interviews variety of guests-invites listeners comments. Done "live".
2	BOB STICHT	Pop.-Stand.	WLAC News Radio continues with constant News-sports-info inserts within music framework of today's best pop-standard music. Police reporter in WLAC traffic helicopter gives road info throughout "Drive Time". Afternoon listeners "know" what's going on and, when possible, why.
3			
4			
5			
6	THE WORLD TONIGHT & WORLD-WIDE SPORTS	Talk-News Sports	CBS World Tonight - Business News World-Wide Sports
8	JIVE JUNCTION John Richbourg	R & B	John has been laying down the R&B sound for years. Fan mail from 25 states.
9	RECORD PARADE	R & B	
10	RECORD HIGHLIGHTS Gene Nobles	R & B	Famous "Randy's Record Shop" program.
11	DANCE HOUR Bill Allen	R & B	A personality & booming voice thousands know.
M	AFTER HOURS Herman Grizzard John Richbourg	R & B	Heavy volume of mail. Show continues to 3am.
OVERALL TYPE Pop.-Stand; Talk; R&B			

Daytime: 6am-7pm known as WLAC NEWS RADIO...continuous coverage of all areas of information. Experienced air personalities playing music mixed with info in morning & afternoon drive slots...mid-day slot...basically talk-information. Traffic reports AM and PM...daily editorials with F.C. Sowell. Nighttime: 7pm til 3am known as WLAC BLUES RADIO. The only 50,000 watt station in America broadcasting R&B between 8pm and 3am.

McGavren-Guild-PGW	Mooney Brdcstg.	PROGRAM	TYPE	COMMENTS
5		GARY DOUGLAS SHOW (from midnight)	Pop.-Contemp.	Pleasant chatter, music and news. Gary's built a reputation and a large following.
6		DICK KENT SHOW	Pop.-Contemp.	When morning drive man Dick Kent talks to young adults, his appeal is genuine...it's felt. He has yet to be beaten by another contemp. radio station in the Pulse, Hooper, and ARB ratings. He knows the market...he knows the young adult.
7				
8				
9		JOE SULLIVAN SHOW	Pop.-Contemp.	
10				WMAK's personable young program director, has one goal in mind...program for the people who constitute the contemporary...young adults who make the trends... who control the buying power. His appeal to housewives is unique.
11				
N		GENE CLARK SHOW	Pop.-Contemp.	
1				
2				Housewives know Clark, WMAK's Production Manager. Shoppers Sweepstakes and the WMAK Cash Call, soothes the busy housewife. They respond to his easy resonance, his casual pace, his hypnotic delivery.
3		ALLEN DENNIS SHOW	Pop.-Contemp.	
4				
5				
6				Allen's feeling for the contemporary is amazing. He guested with Dick Clark, and Johnny Carson. He suggested that Avis Rent-a-Car sponsor the #2 song everytime it's played. That is uptempo humor which is synonymous with Allen Dennis.
7		DAVE RANDALL SHOW	Pop.-Contemp.	
8				
9				
10				Nighttime is the Righttime for the "turned on" sound of a moderate young man. Dave reads Shakespeare but plays rock, believes in reaching his masses (teenagers and college students) with down-to-earth patter and plenty of uptempo music. His all-request show knocks them out because there's no happier listener than a participating listener. Dave's the talk-of-the-town on Nashville Radio.
11				
M		GARY DOUGLAS SHOW (to 6am)	Pop.-Contemp.	
OVERALL TYPE				Pop.-contemporary

News is presented live at :55 24 hours a day, 7 days a week. WMAK has won for 6 consecutive years top honors with the Associated Press. Jack Edgar, veteran newscaster heads WMAK News. He won the coveted UPI top newscast Award in 1965. Headlines at :30. Sports at :20 Weather at :15 & :45. Mutual News Affiliation.



ABC Info Affil.  
980 kc  
5,000 w

-304-

Nashville, Tenn.

**WSIX**

NBC Affil.  
650 kc  
50,000 w

Nashville, Tenn.

**WSM**

Avco Radio - TV Sales G.E. Stations NAB

Henry I. Christal NAB

AM	PROGRAM	TYPE	COMMENTS
5	BUZZ BENSON SHOW	Pop. - Stand.	Fun and fine listening with a 'corny' but nice flavor. Dusty Discs...Clothesline Club...Car-Tunes...Morning Funnies, plus the best of the brand-new music on single releases and out of lp's. Also featuring School Patrol Mother Salute and Welcome Wagon Featurette. Extended local & net news--plus Paul Harvey & Earl Nightingale.
6			
7			
8			
9			
10	MID-DAY	Pop. - Stand.	
11			
N			
1			
2	BILL RANDALL ROAD SHOW	Pop. - Stand.	Fast-moving, free-wheeling. Strong housewife appeal plus heavy following of 'men on the go'. Great drive-time music plus the new 5 to 6 p.m. Information Block (news, weather, sports, stocks, etc.). Special features-- Tom Harmon Sports and Alex Dreier Commentary, plus heavy local and net news.
3			
4			
5			
6			
7	SOUNDSTAGE 98	Pop. - Stand.	
8			An 'on-the-town' whirl of great 98 music, guests and goings-on. Interviews and news about Music City, U.S.A. Current music plus old favorites, Broadway show tunes, movie soundtrack features and TV scores. The pulse of the Capital City after dark... from Music Row to Capitol Hill. Local news at :55. Net news on the hour, plus sports features at half past.
9			
10			
11			
M			

OVERALL TYPE Pop. Stand.

Solid, good music image with heavy emphasis on Community involvement and program promotion. Conservative in approach but a local leader in the exposure of new records (appropriate to overall sound). Strong sports image and vastly improved local news image, with a four-man staff. WSIX boasts a staff of knowledgeable air salesmen with diversified backgrounds in music, news, sports and public relations. Overall sound appeals to young adults and older folks, too.

AM	PROGRAM	TYPE	COMMENTS
5	OPRY JAMBOREE Grant Turner	C & W	Grand Ole Opry mc Turner spotlights the recordings of OPRY stars - news, etc.
6	FARM PROGRAM John McDonald	Talk-Serv.	Nashville's only full-time Farm Director has authoritative info.
7	AIR CASTLE Bob Loflin	Pop.-Stand.	Popular music - emceed by Bob Loflin.
8	THE WAKING CREW Dave Overton	Variety	Live morning entertainment, 17 yr. favorite features staff band, jokes, etc.
9	WINTERTIME 650	Variety	Barbara Moore, Bob Randall, David Cobb - music, news and interviews with people who are news.
10			
11	SOUND OF NASHVILLE	C & W	Music, farm information. Local and nat'l news plus business news.
N	NOONTIME NEIGHBORS John McDonald	Talk-Serv.	Often referred to as the "Farmer's Bible". State and Federal Farm Agencies
1	THIS IS WSM	Variety	Recorded music. Features spotlighting members of the staff - David Cobb, Bob Loflin, Barbara Moore, Red O'Donnell and Dick McMahon. Taped features by staff members.
2			
3			
4			
5	ALL THAT'S NEWS	Talk-News	Winner of Middle Tennessee Radio and TV Council's top news award.
6	NEWS BLOCK	Talk-News	News; NBC Emphasis, Chet Huntley; Joe Garagiola, News of the World.
7	NIGHTLINE	Pop.-Stand.	Sound and voices of America after dark - interviews, people in the news, music, talk, commentary. Received 7,398 pieces of mail as a result of program promotion.
8	Dick McMahon Tom Bryant		
9			
10	OPRY STAR SPOTLIGHT	C & W	Ralph Emery is host of this C&W music and interview show. Recently received 3,293 prepaid long distance phone calls in a 10 hour period from all 50 states. Show runs all night.
11	Ralph Emery		
M			

OVERALL TYPE Variety

NBC News on the Hour and half hour. NBC Emphasis. 4:55 David Brinkley. 5:45 Business Trends. 5:50 Sports. Atlanta Braves baseball - Vanderbilt basketball and football, play-by-play.

Sound is up-tempo popular music and quite sophisticated. Big band up-town music.

Indep.  
1470 kc  
5,300 w

-305-

Nashville, Tenn.

**WVOL**

Bernard Howard

Rounsaville Owned

AM	PROGRAM	TYPE	COMMENTS
5	FRED GOREE' SHOW	R & B	Top R & B by Negro artists
6			
7			
8			
9	DANA DAVIDSON	R & B	Women's Show
	ED HALL SHOW	R & B	Top R & B
10			
11			
12			
1			
2	GILLY BABY SHOW	R & B	Top R & B
3			
4			
5			
6	T. R. GUNN	R & B	Top R & B
7			
8			
9	GOSPEL TIME	Gospel Music	Rev. Morgan Babb
10			
11			
M			
OVERALL TYPE		R & B	

100% Negro programmed  
News at :55, headlines on the half-hour.

In the New Haven  
County market,  
WELI talks to  
**219,000\***  
unduplicated adults  
(18 and over)  
during the average  
week: 60,000 more  
than the other  
three New Haven-  
licensed AM & FM  
stations combined.

\*Source: ARB April/May, 1967 survey cum persons listening estimates in the Metro survey area (New Haven County) Monday-Sunday, 6:00 AM-midnight.

Broadcast audience data quoted herein is subject to the same limitations as published by the research company.

# WELI

NEW HAVEN  
CONNECTICUT  
5000 WATTS 960 KC.

Represented by:  
New England: Eckels & Queen, Inc. Boston  
National: H.R. Representatives, Inc.

*Combined modern offices and transmitter*

*Master control serves  
five studios*



*Complete record  
library*



*The finest  
control equipment*



# NEW HAVEN

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WVZ	12	28. 6-10a	23. 10-3p	28. 3-7p	23. 7-10p	17. 10-off	80%	60%	4%	8%
	18	27.	22.	27.	22.	15. 5:30-6a				
	24	25.	21.	25.	21.	12.				
WCDQ	6	12. 6-10a	10.50 10-4p	12. 4-7p			75%	50%		
	12	11.50	10.	11.50						
	18	11.	9.50	11.						
	24	10.	9.	10.						
	30	9.50	8.50	9.50						
WELI	6	34. 5:30-10	25. 10-3p	34. 3-8p	18. 8-1a		80%	60%	-82	
	12	33.50	23.50	33.50	17.50					
	18	33.	23.	33.	17.					
	24	32.50	22.50	32.50	16.					
	30	32.	22.	32.	15.					
WVHC	6	21. 5:30-10	15. 10-3p	21. 3-7p	10. 7-1:30		80%	60%		
	12	19.	13.	19.	9.					
	24	17.	12.	17.	8.					

Indep.  
1300 kc  
1,000 w

-308-

New Haven, Conn.

**WAVZ**

Robert Eastman

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	T.J. MARTIN	Contemp.	Like tomato juice on your breakfast table, T.J. Martin is a real "waker-upper". To the harried housewife, he is a great sympathizer...to the man of the house, he is getting to work on time in a frame of mind that makes the world a pretty good place to live in after all...to the younger folks, he's a tongue-in-cheek authority on all things.
7			
8			
9			
10	ED FLYNN	Contemp.	Ed Flynn is a ladies' man... and that's no idle boast! His huge audience of housewives stands as evidence that his pleasant, mature personality has a unique quality. Perhaps it's the pleasing tone of voice... maybe it's his happy attitude...it could be his many years of experience as a sound salesman! Whatever it is, it adds up to listeners. Loyal listeners to the Ed Flynn Show on WAVZ.
11			
N			
1			
2			
3	JOHNNY RINGO	Contemp.	When is a personality not a personality? When he's not for real! We don't mean Johnny Ringo...he's mighty real! Not-so-real is his fictitious side-kick...Tonto. An unusual combination to be sure...a comic Indian and a French teacher turned platter spinner! Why did Johnny Ringo decide to work in front of a mike instead of a high school classroom? He enjoys it more and his audience does too.
4			
5			
6			
7			
8	BOB TERRY	Contemp.	Rapid Robert is the undisputed leader of Greater New Haven's night people. High schoolers struggling with that unsolvable algebra problem...Yale men cramming for tomorrows quickie quiz...the dating crowd...in fact, the mass of night time New Haven. All of these and more, make up that unusual kind of people who want a wide-awake sound...even until the wee hour of two o'clock in the morning. Bob is quick..he's clever..he's motion.
9			
10			
11	(til 2am)		
M			
OVERALL TYPE		Contemporary	

5 min. news on the hour. 10 min. at 6,7,8,12 noon, 6 & 11pm  
Headlines on the half-hour. Weather at :15 & :45. Editorial leadership, coupled with news reporting, stressing "on-the-spot" eye-witness coverage..WAVZ 's success story. WAVZ pioneered radio editorializing and changed the appearance and spirit of a city. It's hard-hitting editorials by Dan Kops turned a pig farm into a 300 family housing project. elected a mayor pledged to revitalization, despite newspaper opposition.

MBS Affil.  
1220 kc  
1,000 w

New Haven, Conn.

**WCDQ**

Mort Bassett

AM	PROGRAM	TYPE	COMMENTS
5			
6	JOHN F.X. MARTIN	Contemp.	Greater New Haven awakens each day to the warm, pleasant voice of John Martin, WCDQ's good morning man. His exciting mixture of music, conversation and controversy is as stimulating as that first cup of coffee and 100% caffeine-free. Every day from Sign On to 10 a.m.
7			
8			
9			
10	FRANK DELFINO "FRANKLIN D"	Contemp.	Lovable "Franklin D" is the housewife's friend. His show features pretty pleasant platters, creating a delightful interlude for thousands of happy homemakers. The "Man-Around-The-House".
11			
N			
1	GENE SCOTT	Contemp.	Subtle wit, crisp, capsule satire and tasty tunes. Solid entertainment to New Haven radio fans. Sports and travel reports.
2			
3			
4			
5			
6			
7			Till local sunset.
8			
9			
10			
11			
M			
OVERALL TYPE		Contemporary	

News on the hour and half-hour.



Indep.  
960 kc  
5,000 w

New Haven, Conn.

**WELI**

ABC Affil.  
1340 kc  
1,000 w

-309-

New Haven, Conn.

**WNHC**

H-R RAB

AM	PROGRAM	TYPE	COMMENTS
5	THE COFFEE CLUB	Pop. Stand.	Constant time and temperature (weather) checks..news re-caps every 15 mins. during "commuting hours"... emphasis on sports by Ron Rohmer, former local sports "star" (New Haven Blades). Combination of homespun humor from Bud Finch..who has been doing the Coffee Club since '46...and the whacky humor of Rohmer and his 101 voice-impersonations <u>Music is bright, bouncy.</u>
6	Ron Rohmer Bud Finch		
7			
8			
9	A WOMAN'S POINT OF VIEW	Serv.	Jeanne Porter - fashions, fun, interviews, etc.
10	SIR STANLEY SHIELDS SHOW	Pop. Stand.	Broadcast from Stan's imaginary castle, the music is pleasantly pop with accent on the "evergreens". Subtle humor and sincere delivery make Stan a top on-air salesman.
11			
N	NEW HAVEN NEWS DIGEST	News	News, weather, sports, stocks (business)
1	RON ROHMER SHOW	Pop. Stand.	Little talk, lots of music.. emphasis on instrumental and vocal standards.
2			
3	GENE ANTHONY SHOW		WELI's adult programming is the perfect platform for Gene Anthony whose way with words is equalled by his way with people. There's a strong accent on the tuneful popular "pops" on this show which is paced both for the housewife; and later for the commuter as well. News on the quarter hour during the afternoon drive time.
4			
5			
6	6 O'CLOCK REPORT	News	News, weather, sports, stocks, editorial comments
7	THE SOUNDS OF NEW HAVEN	Pop. Stand.	The most pleasant musical Sounds of New Haven augmented by interviews, comments and actualities. Popular music and stimulating conversation are kept in a perfect balance which keeps most radio dials in at 960.
8			
9	BEAUTIFUL MUSIC RADIO	Pop. Stand.	Uninterrupted quarter hour segments of solid, adult music..the full spectrum of sounds and tempos..instrumental and vocal. Two minute commercial "clusters" between quarter hour segments..news on the hour and half hour.
10			
11			
M	(to 1 am)		

OVERALL TYPE Popular - Standard

WELI presents 300 newscasts weekly...in addition, over 150 information features on the quarter-hours (ranging from ski reports..book reviews..travel news..pet care.. 20 different categories). Emphasis is placed on satisfying the listening needs of the adult, buying audience. News on the hour and half hour is augmented with quarter hour reports during peak travel time. Commentary and Editorial remarks are done in depth.

Blair NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	TINY MARKLE SHOW	Pop. Contemp	A well balanced package of music, news & network features. Geared to the interests of early morning listeners. Music is on the up-beat, to set pace for a busy day, featuring select popular music for contemporary New Haveners. In keeping with WNHC's music programming, Tiny often features releases by new artists, on their way up.
7			
8			
9			
10	BREAKFAST CLUB Don McNeill	Variety	
11			
N	TOM WHALEN SHOW	Pop. Contemp	Tom's brisk pace makes the midday hours fly by very quickly and pleasantly. He's a specialist in wry observations on topical issues.
1			
2			
3	JIM McLAUGHLIN SHOW	Pop. Contemp	One never knows what to expect from this talented young man. For example, Jim designated November as Nat'l. Nose Watchers Month. Why? Well, he just thinks noses are interesting & that they should receive more public recognition. He's invited his audience to send pictures (drawings or photos) of their favorite noses. Best noses win.
4			
5			
6			
7	EVENING REPORT	Talk-News	ABC Network & Local News. Sports, etc.
8			
9	FRANK STICKLER SHOW	Pop. Contemp	Frank's specialties are Music - lots of it - and clever, original production pieces. He's developed his own "Cast of Thousands".
10			
11			
M			

OVERALL TYPE Popular - Contemporary

Yale Football; Yale Basketball; New York Giants Football; Key high school football games; Major league baseball. The station's music programming features an up-tempo sound, crisp and swinging.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

## **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# NEW ORLEANS

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. (Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WBOX	10	16.65 6-9a	14.15 9-4p	16.65 4-7p			85%			
	15	16.	13.60 4-6a	16.						
	20	15.40	13.10	15.40						
	25	14.60	12.40	14.60						
	30	13.80	11.75	13.80						
	35	13.	11.05	13.						
WDSU	6	19.50 6-10a	16. 10-3p	19.50 3-7p	14. 7-9p	10. 9-12:30	See Card			8%
	12	18.50	15.50	18.50	13.	9. 5:30-6a				
	18	18.	15.	18.	12.	8.50				
	24	17.	14.50	17.	11.	8.				
	30	16.50	14.	16.50	10.	7.50				
	36									
WFOZ	6	38. 6-9a	27. 9-4p	38. 4-7p	27. 7-10p	13.50 10-6a	80%	50%	10%	15%
	12	36.	26.	36.	26.	13.				
	18	35.	25.	35.	25.	12.50				
	24	34.	24.	34.	24.	12.				
	30	33.	23.	33.	23.	11.50				
	36	32.	22.	32.	22.	11.				
WSHO	10	15. All periods					80%	50%	5%	10%
	15	13.50								
	20	12.								
	25	10.50								
WSMB	6	46. 6-10a	34. 10-3p	44. 3-7p	17. 7-12m		80%	50%		10%
	12	42.	32.	40.	16. 5-6a					
	18		28.	38.	14.					
	24		26.		13.					
	30		24.		12.					
WWL	6	36. 6-10a	23. 10-3p	30. 3-7p	23. 7-10:30	19. 10:30-5	80%	50%		
	12	34.	22. 5-6a	28.						
	18	32.	21.	26.	21.	17.				
	24	30.	20.	24.	20.	16.				
WWOM	6	24. All periods					-85	60%	5%	10%
	12	23.								
	18	22.								
	24	21.								
WYLD	10	17. 6-9a	14.90 9-3:30p	17. 3:30-6:30p	14.90 Other		80%	50%	See Card	
	15	16.20	14.20	16.20	14.20					
	20	15.40	13.50	15.40	13.50					
	25	14.60	12.80	14.60	12.80					
	30	13.80	12.10	13.80	12.10					
	35	13.	11.40	13.	11.40					

1230 kc  
1,000 w day  
250 w night

-312-

New Orleans, La.  
**WBOK**

NBC Affil.  
1280 kc  
5,000 w

New Orleans, La.  
**WDSU**

Dore & Allen

OK Group

Blair

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	DENNY FOX SHOW (from lam)	R & B	The quick sly Fox swings through the early morning with a movin' soul show.
6	JOHNNY BEE SHOW	R & B	"The Man on Fire" knocks 'em out of bed each morning with a fast, action packed, fun-filled show. Johnny makes each day a real pleasure with this early morning show.
7			
8			
9			
10	SHELLEY POPE SHOW	R & B	An exciting mid-morning show in New Orleans. Mix a little blues, a little rhythm.. a lot of soul and you've got the one and only Shelley Pope show.
11			
N	HOWARD CLARK SHOW	R & B	Howard puts the "R" in rhythm and the "B" in blues with this fast paced super soul show. Howard is the master of the luncheon set.
1			
2	THE MIGHTY ROSCOE SHOW	R & B	Roscoe puts showmanship and swing into this "mellow" soul program. Rhythm and Blues...Weather and News... a capsule of the Mighty Roscoe show.
3			
4	SHELLEY POPE SHOW	R & B	This is the most talked about show in the entire South. "Mr. Soul" sells records...merchandise...and products with a fresh new approach. A show loaded with personality.
5			
6			
7	HOWARD CLARK SHOW	R & B	"H.C." returns to the air with a fresh hard hitting personality plus show. Howard spices this show with the hits of the day and of the past...a real action show.
8			
9			
10	THE MIGHTY ROSCOE SHOW	R & B	This fresh new "Soul Master" captures the young and old alike with this fast paced rhythm and blues show.
11			
M			
OVERALL TYPE		Rhythm & Blues	

News - 5 minutes before the hour  
Sports -6:55 PM  
Job Opportunities - 9:30 AM, 1:30 PM, 7:30 PM.

AM	PROGRAM	TYPE	COMMENTS
5			
6	CHUCK PRATT SHOW	Pop. Stand.	7-9am - Cavalcade, Air Watch, News - complete NBC & WDSU Roundup. Pratt serves as morning man and Program Dir. He won second place in State Speak-Up Jaycee contest and is active in the Young Men's Bus. Org & little theatre groups.
7			
8			
9	L J SHOW Larry Johnson	Pop. Stand.	The "LJ" Show is different. Music, news and conversation with the stamp of the man behind the mike. "Funny Time" is a daily standard in comedy that listeners plan their lunch around. Frequent guests, regular contests. LJ talks - his listeners answer back.
10			
11			
N	WHEELER DEALER	Serv.	Buy - sell or trade anything - Rod Wagener
1	TALK-UP SHOW Larry Johnson	Talk Tel. Part.	Phone is seldom quiet. When LJ talks, his listeners answer back.
2	ROD WAGENER	Pop. Stand.	Rod refers to himself as... "Mild-mannered broadcaster for a Great Metropolitan Radio Station" He's better know to his listeners as a real "Woman's Home Companion" Rod edited a cookbook of his fans favorite recipes.
3			
4			
5	LYNN COLE SHOW	Pop. Stand.	Calvacade News-complete roundup. 7-8 PM listeners participate during the controversial talk-type program "Close-up". Current controversial topics with "on-the-air-" phone part. Newsman Doug Ramsey joins Lynn.
6			
7			
8	BOB CARR SHOW	Pop. Stand.	Up-to-the-minute sports and news plus "Critics Call" A Hedda Hopper type show review by critic Al Shea..are highlights. Bits of jazz creep in for enthusiasts with latest bits of info & comment on the sports scene. Subtle humor blend with adult time-tested music to add more than "a listener a day".
9			
10			
11			
M			
OVERALL TYPE		Popular-Standard	

NBC News on the Hour  
WDSU News on the half-hour



Indep.  
1060 kc  
50,000w day  
5,000w night

New Orleans, La.

**WNOE**

Indep.  
800 kc  
1,000 w

-313-

New Orleans, Louisiana

**WSHO**

McGavren-Guild-POW

NAB RAB

Alan Torbet

NAB

AM	PROGRAM	TYPE	COMMENTS
5	ROD ROBERTS (from midnight)	Contemp.	See below.
6	DON WADE	Contemp.	One of the top-10 morning personalities in the country, Wade is multi-talented heavy voiced pro. All kinds of characters (Wade voices) drop in to harrass him. Fast & funny, Wade keeps his audience involved... afraid of what they'll miss if they tune away. Wade sells a product like he owns a piece of it.
7			
8			
9			
10	JIM STEWART	Contemp.	For over 12 yrs., Jim has been a household word in New Orleans. Won Billboards award as N.O. top DJ for 5 straight yrs. Though grey of temple, Jim is light of heart with a dry martini wit that's very "in". Such a favorite with young-adult college crowd he had to open city's leading disco-technique to accommodate fans.
11			
N			
1			
2	DAN DIAMOND	Contemp.	New Orleans vet - 7 yrs. in mkt., 3 with WNOE. Tall, blonde and athletic, Dan is our "Jack Armstrong, all-American boy". Tight, fast paced, excellent production feel, heavy voice. Dan often plays straight man to his "Elmer" voice. Presents going home traffic reports.
3			
4			
5			
6	FRANK JOLLE	Contemp.	Wild Frank Jolle (pronounced Jolly) presents a fast paced show loaded with the excitement and vitality that made him a big winner in Dallas. A versatile performer, Frank has appeared in films and television. Definitely tuned-in to teens and young adults, Jolle is an experienced pro with convincing sell.
7			
8			
9			
10			
11	ROD ROBERTS (to 6am)	Contemp.	Rod brings a bevy of comic voices and a razor sharp wit to the all night show. Live phone calls to other all night DJs; top 20 hits.
M			
	(to 6am)		
OVERALL TYPE		Contemporary	

AM	PROGRAM	TYPE	COMMENTS
5			
6	COUNTRY MUSIC D. J.	C & W	Modern-Country
7			
8			
9			
10			
N	GRAND OLE OPRY	C & W	Modern-Country
	WORLD TOMORROW	Relig.	Garner Ted Armstrong
1	COUNTRY MUSIC D. J.	C & W	Modern Country
2			
3			
4			
5			
6			Sunrise to sunset.
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Country Music-Relig.	

WNOE News programmed 5 minutes on the hour  
Weather and sports capsules at :15 & :45. A public opinion feature, "Viewpoint" is programmed as part of the on-the-hour news.  
Bill Stewart is WNOE's off-the-air programming Svengali. Bill is recognized as one of the country's leading programmers, having spent the better part of a decade as National Program Director for Todd Storz and Gordon McLendon.  
American Contemporary Network news on the half-hour.

6 a.m. Build Louisiana  
6:30, 7:30 a.m., 1:30, 3:30, 4:30 p.m. Country Comics.  
1:00 p.m. News Calendar  
4:00 p.m. News Calendar



ABC affil.  
1350 kc  
5,000 w

-314-

New Orleans, La.  
**WSMB**

CBS Affil.  
870 kc  
50,000 w

New Orleans, La.  
**WWL**

Metro Radio Sales

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	LARRY REGAN SHOW (from midnight)	Pop. Stand.	Over 20 years exp. Popular feature of all night show "Topic of the Day"
6	JEFF HUG SHOW	Pop. Stand.	Best know to New Orleans audience as "Nut & Jeff". With an average of 18 years broadcasting experience between them, they became quite a team by accident. Leaving their mike open, Jeff Hug, a new announcer on the Roy Roberts Show, began exchanging views on various topics with Roy. Audience reaction was great.
7			
8			
9			
10	BREAKFAST CLUB	Variety	Variety program with Don McNeill.
11	ROY ROBERTS SHOW	Pop. Stand.	Active in charity work. Voted New Orleans outstanding radio personality.
N	BILL BUEHL SHOW	Pop. Stand.	Bill Buehl is a favorite of the New Orleans housewife. He has lived in N.O. for the past 7 yrs. and been active in radio for the past 15 yrs; first in Cincinnati and then in Ft. Wayne and Baltimore. Bill is an accomplished musician and plays trombone with a local band.  Richard Fahey takes over and presents fine entertainment, traffic reports, 5 min. news at :30. Highly respected by his vast audience because of wide knowledge of national and more important local news and current events.
1			
2	RICHARD FAHEY SHOW		
3			
4	ROAD RUNNERS Richard Fahey Bill Buehl		
5			
6			
7	JERRY VALENCE	Pop. Stand.	Jerry started his career at WSMB parttime while he was on the detective bureau of the Jefferson Parish Sheriff's Dept. He is now ours full time.
8			
9	JOE PYNE SHOW	Talk-Tel. Part.	Telephone - talk - participation.
10	JERRY VALENCE	Pop. Stand.	Jerry's listeners love him because he plays just what they want to hear - their requests. His charming wit and sense of humor make every evening great.
11			
M	LARRY REGAN SHOW (till 6 am)	Pop. Stand.	Topic of the day feature-- discussion of current subjects suggested by audience
OVERALL TYPE		Popular-Standard	

Local Headlines at :30  
ABC Network News at :55  
Paul Harvey at 12-12:15 PM  
Notre Dame football  
New Orleans personality station, appealing to the adult listeners - integral part of community life - with ability to motivate listeners.

Katz

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM & HOME Shull Vance	Talk-Serv.	Comprehensive analysis of farm news & markets. An institution to vast farming population. Features.
6			
7	DRIVE TIME Ken Hanson	Pop.	Southern listeners invited to wake up and smile with Ken Hanson. He was all-nite man for WDBO, Orlando, Production Mgr. at WKIS and also did an afternoon show. CBS News, weather, sports scores & briefs. Headlines local news and many other service features. "Dear Abby" CBS feature 9:50-9:55.
8			
9			
10	ARTHUR GODFREY TIME	Variety	
11	KEN HANSON SHOW	Pop. Stand.	CBS News & Dimension along with good music.
N	HERB HOLIDAY	Pop. Stand.	Lively listening with this polished air personality.
1	HOUSE PARTY	Variety	Art Linkletter
2	HERB HOLIDAY	Pop.	Herb is well known in New Orleans radio as a polished air personality. He presents a well-balanced blend of entertainment and information with upbeat musical selections by popular artists. CBS News & Dimension.
3			
4	DRIVE TIME Herb Holiday	Pop. Stand.	
5			
6			
7	NEWS BLOCK	Talk-News	CBS News & Sports; Changing Times; The Reasoner Report; Al Wester Sports.
8	SINGING CONVENTION BACK TO THE BIBLE Relig.		
9	GREAT MOMENTS IN MUSIC (15min) CHANGING TIMES (15min)		
10	CUBAN FREEDOM COMMITTEE	Ethnic (Span)	News, sports, music, educational discussion to appeal to Span. speaking aud.
	BLUE ROOM		
11	CHANGING TIMES AND LIFELINE GREAT MOMENTS IN MUSIC (15min) ROOSEVELT HOTEL (15min)		
M	CUBAN FREEDOM COMMITTEE	Ethnic (Span)	Interesting, appealing for Span. speaking people. Sponsored by Cuban Comm.
OVERALL TYPE		Popular-standard	

News on the hr. & half-hr.-news director & staff. Six scheduled sports programs daily. UPI, AP, hot line to D.A., Police, Sheriff's office & Coast Guard Hdqts. Fred Hammond Radio News Dir. honored by AP & UPI and received award for Best Newscast of 1965. Personality DJ's playing M.O.R. music with up-tempo, bright sound. Adult programming reaches middle to high-income groups. WWL Spanish Language Broadcasts are heard all over the U.S. & Central & parts of S.A. due to 50,000w clear channel signal. We received mail from 45 states and 15 foreign countries during last year.

Indep.  
600 kc  
1,000 w

New Orleans, La.  
**WWOM**

Indep.  
940 Kkz  
10,000 w day  
500 w night

-315-

New Orleans, La.  
**WYLD**

Savalli/Gates

Bernard Howard

Rounsaville

AM	PROGRAM	TYPE	COMMENTS
5	THE BIBLE FOR YOU	Relig.	Religious Bible lessons
6	SAM ZACK SHOW	Pop. Stand.	Sam Zack with light popular music, and comments on New Orleans sports...and political scene. Richard Wright news twice hourly.
7			
8			
9			
10	KEITH RUSH SHOW	Pop. Stand.	Keith presents easy listening popular music and talk for housewives. Guest visitors discuss issues of the day.
11			
N	LIFE LINE	Talk	Political program
	KEITH RUSH SHOW	Pop. Stand.	Continuation of morning show
1			
2			
3	CHARLIE RAY SHOW	Pop. Stand.	Charlie is New Orleans' madcap radio personality. Emphasis on fun and games. Guest appearances by Charlie's character impressions...music...bright, popular.
4			
5			
6			
7			4 AM to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-Standard	

AM	PROGRAM	TYPE	COMMENTS
5	WALT BOATNER SHOW	R & B	Tight show-up tempo-accent on Top 20 R & B tunes. (from midnight)
6	Larry & FRANK	R & B	New Orleans' best-known respected disc jockey. Two voices, one man. A bright, funny professional show. 15 years with WYLD.
7	Larry Mc Kinley		
8			
9	ED SCREAMIN' TEAMER SHOW	R & B	1st class pitchman - voices national product accounts. Exclusive on-air interviews.
10	OLD SHIP OF ZION	Gospel	Gospel music. Church news. Community News
11	Rev. Herman Brown		
	NOLA PARRISH	Talk	Recipes, social news, etc.
N	GEORGE VINNETT SHOW	R & B	Junior "Soul Brother" WYLD's youngest DJ. Great appeal to the teens in particular.
1			
2			
3	GROOVY GUS LEWIS SHOW	R & B	Recording artist - hip ad libber. Witty-fast paced and top rated morning or evening man.
4			
5			
6			
7	DOCTOR DADDY-O SHOW	Gospel	Gospel music, church and community news, job opportunities, advice to the needy, helps all in distress. Top rated - more than 10 years with WYLD.
8			
9			
10	GEORGE VINNETT SHOW	R & B	Two-hour all-request show, with WYLD's youngest DJ.
11			
M	WALT BOATNER SHOW (till 6am)	R & B	Unique voice with a tight show. Accent on Top 20 R & B.
OVERALL TYPE		Rhythm & Blues - Gospel	

Church News - 8 PM, 9 PM, Newcasts on the hour. Full-time News Dept. Local actualities plus UPI/Audio. New Orleans is 40% Negro. WYLD is the pioneer ethnic station, having served this market exclusively since 1950. All WYLD personality announcers are Negro.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires  
Automobiles  
Batteries  
Blankets  
Bleach  
Boats  
Borax  
Breakfast Foods  
Bus Lines  
Cameras  
Canned Goods  
Candy  
Carpets  
Cat Food  
Cereals  
Cheese  
Chlorides  
Cigarettes  
Cigars  
Cleansers  
Coffee  
Condiments  
Cordials  
Cosmetics

Corsets  
Cough Syrups  
Cream (Dental)  
Cream (Face)  
Cutlery  
Dairy Products  
Dancing Schools  
Dentifrices  
Deodorizers  
Detergents  
Dinnerware  
Disinfectants  
Dog Food  
Electric Fans  
Electric Shavers  
Electric Toasters  
Floor Covering  
Frozen Foods  
Fruits  
Furs  
Ginger Ale  
Grape Juice  
Gum  
Hair Tonics

Hosiery  
Ice Cream  
Insect Powder  
Insurance  
Laxatives  
Lingerie  
Liniment  
Liqueurs  
Lubricants  
Margarines  
Mechanical Toys  
Milk  
Mixes (Cake)  
Motor Oils  
Motor Trucks  
Motorcycles  
Mufflers  
Nuts  
Oil (Cooking)  
Pancake Flour  
Peanuts  
Pens  
Perfumes  
Pianos

Pipes  
Polishes (Auto)  
Potato Chips  
Radios  
Razors  
Refrigerators  
Resorts  
Salad Oils  
Shoes  
Soap (Toilet)  
Soap (Powder)  
Soft Drinks  
Soups  
Spark Plugs  
Sugar  
Syrups  
Tea  
Tobacco  
Tools  
Toys  
Trucks  
Vacuum Cleaners  
Washing Machines  
Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# NEW YORK

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

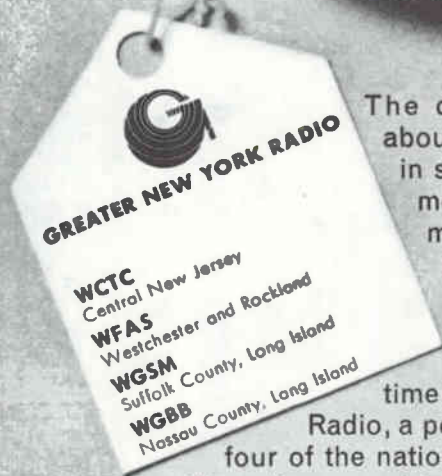
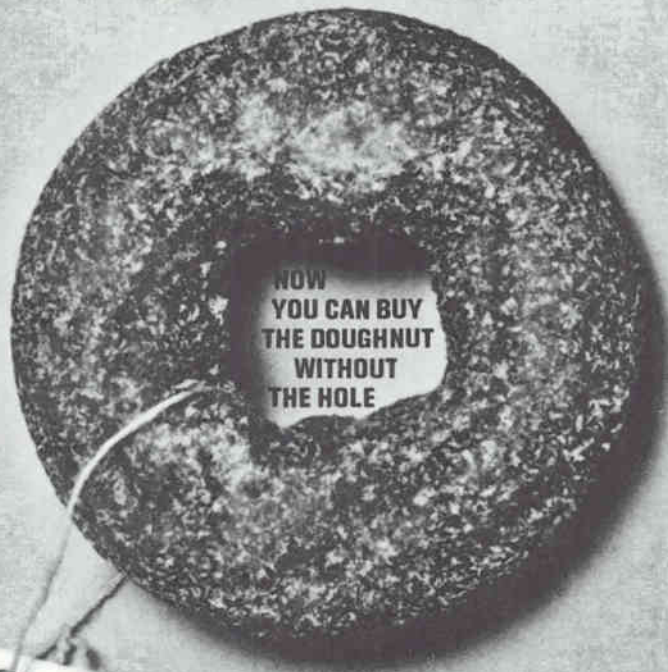
While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
WABC	6	154.	6-10a	80.	10-3p	127.	3-7p	80.	7-12m	24.	12-6a	80%	60%	10%	15%
	12	146.		76.		110.		76.		22.					
	18	134.		70.		103.		70.		21.					
	24	125.		63.		97.		63.		20.					
	30			61.		90.		61.		19.					
WCBS Pre-empt	6	110.	6-10a	65.	10-4p	90.	4-7:30p	50.	7:30-11:30p			80%	60%	5%	10%
	12	100.		55.	5:30-6a	80.		45.							
	18	95.		45.		70.		40.							
	24	92.		42.		67.		38.							
	35	89.		39.		63.		36.							
	50	86.		36.		60.		34.							
WHLI	6	39.	6-10a	30.	10-----Off							80%	50%	10%	20%
	12	35.		28.											
	18	32.		25.											
	24	30.		24.											
	30	28.		22.											
WHN	6	140.	6-10a	90.	10-4p	100.	4-8p	50.	8-1a			80%	50%	5%	10%
	12	135.		85.		95.		45.							
	18	130.		80.		90.		40.							
WINS * Freq. Rates	52	160.	6-10a	90.	10-4p	125.	4-8p	70.	8-11:30	15.	11:30-5:30a	80%	60%		
	156	150.		80.		115.		65.							
	312	140.		70.		100.		55.							
	520	130.		60.		80.		50.							
	780	110.		55.		70.		45.							
	1040	90.		45.		65.		35.							
WJrz	6	70.	6-10a	60.	10-4p	70.	4-8p	50.	8-12m	30.	12-6a	80%	50%	5%	10%
	12	65.		55.		65.		45.		28.					
	18	60.		50.		60.		40.		24.					
	24	55.		45.		55.		35.		20.					
	30	50.		40.		50.		30.		16.					
WLIB	12	24.20	6-9:30	22.	9:30-----Off							17.	12.		
	24	23.10		21.								16.	11.		
	36	22.		20.								15.	10.		
											Drive + 10%				
WMCA	6	135.	6-10a	90.	10-3p	110.	3-7p	65.		30.	1-2a	80%	60%	15%	20%
	12	130.		85.	7-11:05p	105.		60.	11:05-1a	15.	5-6a				
	18	120.		80.		100.		55.			2-5a				
	24	115.		70.		90.		50.							
WNBC	2	100.	6-9a	60.	9-4p	82.	4-7p	42.	8-12m	30.	Other	80%	60%		
	5	95.		57.	7-8p	78.		40.	5-6a	28.					
	10	90.		54.		73.		37.		27.					
	15	85.		51.		69.		35.		25.					
	20	80.		48.		64.		32.		24.					
	25	75.		45.		60.		30.		22.					
	30	70.		42.		55.		27.		21.					
WNEW	6	200.	6-10a	135.	10-4p	160.	4-8p	68.	8-12m		12-6a	80%	50%		10%
	12			120.		145.		60.			50% of Evening Rates				
	18			115.				58.							
	24			110.				55.							
	30			105.				53.							
	36			100.				50.							
Greater New York Radio Group	6	99.	6-10a	80.	10-3p	99.	3-7p	69.	Other			80%	50%		
	12	94.		75.		94.		64.							
	18	89.		70.		89.		60.							
	24	84.		66.		84.		55.							
	30			61.				50.							



# announcing the biggest news in new york radio in 25 years...



The doughnut we're talking about is the rich ring of close-in suburbs where they spend more money on more things more often than they do in New York City. You can wrap up this big market in a single efficient and effective radio buy for the first time ever with Greater New York

Radio, a powerhouse combination of four of the nation's top suburban stations with audience and impact that stacks up as a brand-new major radio station. It's one buy. One bill. One attractive rate. When you're after the doughnut, it doesn't make sense to put all your money in the hole. Get the full story from your Petry man or from Greater New York Radio. And have your girl keep the coffee hot, we'll bring the doughnuts. GREATER NEW YORK RADIO, 509 MADISON AVENUE. 752-1455.



STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WNJR	7 14 21 28 35	29. 6-9a 27.75 26.50 25.25 24.	23.25 9-4p 22.25 21.25 20.25 19.25	29. 4-7p 27.75 26.50 25.25 24.	20.25 7-12m 19.50 18.50 17.75 17.	14.50 12-6a 14. 13.25 12.75 12.	75%	50%		
WOR * Particip Program Examples		240. 5:15-9a (3X) 220. (6X)	180. 9-11a 160. 11-1a 130. 1-4p	150. 4-6p 200. 6-7p	130. 7-8p 90. 8-9p 80. 9- 11:15p	50. 11:15-5a	85%	50%	5%	10%
WPAT	6 12 18 24 30	90. 6-10a 80. 70. 65. 60.	90. 10-3p 80. 70. 65. 60.	110. 3-7p 100. 90. 85. 80.	100. 7-12m 90. 80. 75. 70.	12-6a  On Request	80%	60%	5%	10%
WQXR * Freq. Rates AM & FM	52 104 208 312 416 624 1040	2x 75. 6-9a 3x 69. 4x 63. 5x 57. 10x 50.	44. * 9-3p 40. 35. 31. 29. 26. 24.	2x 69. 3:07- 3x 63. 5p 4x 57. 5x 52. 10x 45.	71. *7-10p 67. 63. 59. 53. 48. 46.	58. *10-11p 55. 6-7p 52. 48. 44. 41. 37.	See Card		See Card	
WVHJ	6 12 18 24 30 36	46. 6-10a 43. 40. 37. 34. 32.	44. 10-4p 41. 7-9p 39. 36. 33. 30.	53. 4-7p 49. 46. 43. 40. 37.	22. 9-12m 21. 20. 19. 18.		80%	60%	5%	10%
WVRL	6 12 24 36	45. 6-10a 42. 40.	40. 10-3p 36. 34.	45. 3-7p 42. 40.	32. 9-12m 29. 26.	(99.) 12-6a {172.} {238.} {291.}	See Card			

For just \*\$45 you can have your own copy of the 1968 RADIO PROGRAMMING PROFILE . . . including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

ABC Affil.  
770 kc  
50,000 w

-320-

New York, N.Y.  
**WABC**

CBS Affil.  
880 kc  
50,000 w

New York, N.Y.  
**WCBS**

Blair ABC Station NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	CHARLIE GREER (from midnight)	Contemp.	
6	HERB OSCAR ANDERSON SHOW	Contemp.	The city's "Morning Mayor" Herb Oscar Anderson has the longest running and one of the most popular morning shows in New York. Reports traffic, weather and school closings.
7			
8			
9			
10	RON LUNDY SHOW	Contemp.	One of New York's funniest personalities. Lively and bright, key words to Ron's popularity with the homemaker set.
11			
N			
1	ROBY YOUNG SHOW	Contemp.	Personable, friendly style draws strong audience response. Over 35,000 letters in his first month on air.
2			
3	DAN INGRAM SHOW	Contemp.	Radio-TV columnist Richard Doan said "WABC is especially popular in the afternoon and by far the most popular afternoon DJ in town is Dan Ingram." According to Newsday "Dan Ingram is solid gold."
4			
5			
6			
7	BRUCE MORROW SHOW	Contemp.	"Cousin Brucie" is one of New York's leading experts on "youth Market". Leading personality with teens and college students in the market - with strong national following.
8			
9			
10			
11	CHUCK LEONARD SHOW	Contemp.	Bright and dynamic personality - has become big hit.
M	CHARLIE GREER SHOW (to 6am)	Contemp.	Charlie is very popular with all his night audience.

OVERALL TYPE Contemporary

American Contemporary News hourly at :55---WABC/New York News at :25.  
Sports reports at 8:25am, 5:25pm, 6:10pm. Full schedule of New York Jets football. American Contemporary Reports 7:25, 1-:25pm Mon-Fri., 8:25, 10:25pm Sat., 8:25pm Sun.

CBS Radio Spot Sales CBS Owned NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC 'TILL DAWN	Stand. Class.	See below.
6	NEWSRADIO 88	News-Info.	Continuous news and information. Scope of coverage and mobility in reporting are prime characteristics.  Ten minutes of hard news is presented on the hour and on the half-hour. Between these segments Newsradio 88 presents headline recaps, taped actualities, mobile unit reports, pickups from CBS overseas correspondents, reports from Newsradio 88's six regional news bureaus, helicopter traffic reports, sports reports, and continuing forecasts from Newsradio 88's own Weather Center.  Feature material includes reports on business trends, food, restaurants, travel, child guidance, movies, the theater, books, art, etc. "FYI", a test on current affairs is programmed twice during the 2-4pm "housewife listening" period.
7			
8			
9			
10			
11	ARTHUR GODFREY TIME	Variety	
2	NEWSRADIO 88	News-Info.	Newsradio 88 anchor men include Charles Osgood, Lou Adler, Steve Porter, Robert Vaughn, Dick Harris, Bob Glenn, Jim Harper.  Reporters include Steve Flanders, Tony Brunton, Jack Cavanaugh, Ed Bradley.  Feature broadcasters include Pat Summerall and Harvey Hauptman (sports), Dr. Rose N. Franzblau (child guidance), David Goldman (movies, theater) and Myra Waldo (food, restaurants, travel).
3			
4			
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11	PUBLIC AFFAIRS PROGRAMS	Talk	
M	MUSIC 'TILL DAWN	Stand. Class.	Peabody Award winning program of instrumental and light classical music.

OVERALL TYPE News - Information

CBS Dimension

Indep.  
1100 kc  
10,000 w

Hempstead, N.Y.  
(New York)

**WHLI**

MBS Affil.  
1050 kc  
50,000 w

-321-

New York City, N.Y.

**WHN**

Gill-Perna

Major Market Radio

Storer Broadcasting

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	COMMUTERS TIME	Stand. Pop.	News, time checks, weather reports, boating & tide information, off-shore weather, traffic. Bright wake-up music. Play reviews. Five min. summaries of news every half hour. 15 min. roundups at 7:30 and 8:30am. School and factory closings. Commuter train information.
7			
8			
9			
10	COFFEE BREAK	Stand. Pop.	Mid-morning break for the housewife.
11	MUSIC MAKERS	Stand. Pop.	The bright sunny sound of modern music.
N	SOUND OF LONG ISLAND	Stand. Pop.	15 minute news roundup at noon. Tasty music listening for the early afternoon.
1			
2			
3	MUSICAL PLAYHOUSE	Show & Movie	Best of Broadway & Hollywood musical productions.
4	COUNTRY CLUB	Stand. Pop.	Music for your listening and dancing enjoyment. 15 minute news roundup at 5pm.
5			
6	EBB TIDE	Album	Music to dine by. 10 minute sports report.
7	EVENING WATCH	Show	Best Broadway musical productions -- in full.
8			Sunrise to local sunset
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	THE ALL NIGHT SHOW Lonny Starr	Pop.	(from Midnight)
6	JACK STERLING	Pop. Stand.	A familiar friend to N.Y.'s millions. A 20 yrs. morning man favorite among the marketing and merchandising experts of the biggest consumer city in the world. The modern sound of beautiful music..time...weather...full-time reports at NYC Traffic-Transportation headquarters and Marv Albert Sports Reports.
7			
8			
9			
10	JIM AMECHE	Pop. Stand.	Public recognition as radio's most familiar voice...advertiser recognition as radio's most successful salesman. The warm and familiar Ameche is evident in the "Modern Sound of Beautiful Music", brightening and lightening the day on the job, in the home, and on the road. His sincerity creates unbelievable response to products.
11			
N			
1			
2	BILL CODARE	Pop. Stand.	A top-rated voice for over 11 yrs. in suburban N.Y. radio. A musician with a new sound for entertainment and selling - his "live" guitar punctuating and personalizing features and announcements, but never intruding. Sincere, imaginative and humorous style. News on the hr. Headlines-weather on the half-hr. Marv Albert sports.
3			
4			
5			
6	DEAN HUNTER	Pop. Stand.	The "dean" of N.Y. radio reflects the tempo and tastes of a city near the end of a workday. Light and bright music, good humor, time, weather, sports and traffic checks. News on the hour. Marv Albert Sports at 6:05pm.
7			
8			
9			
10	HANS ANDERSEN	Pop. Stand.	New Yorkers depend on Hans...as advertisers do... for the special color and creativity that stamp his program.
11			
M	THE ALL NIGHT SHOW Lonny Starr	Pop.	(to 6am)

OVERALL TYPE Standard-popular

OVERALL TYPE Popular-standard

News every hour on the half-hour, quarter hour summaries four times a day. Capsule news on the hour. Weather on the hour and half-hour. Evening drive time - traffic information up to date and commuter train information. Numerous programs for local groups and announcements of community activities.

Marv Albert: Sports Dir. 6:30, 7:30am, 5:30, 6:05, 11:05pm before and after Yankee Baseball, Ivy League football, play-by-play for Rangers hockey & Knicks basketball. News on the hr.-headlines & extended weather on half-hr. Best in up-to-the-minute and direct reports with commentary digests. John Grimes-News-caster, on-the-spot reports, week-end music shows and special projects writer-producer. John Connelly-Night-time newscaster. Dean Lewis-News-caster and Musical Host. Gene Ladd-News-caster, on-the-spot reporter, knowledgeable, authoritative. Bill Bradley-News-caster and musical host.

Indep.  
1010 kc  
50,000 w

-322-

New York, N.Y.

**WINS**

Radio Advertising Reps Group W

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	ALL NEWS  ALL THE TIME	Talk-News	Local, national, international news -- 24 hours a day with frequent sports news - financial reports - weather - marine - ski reports.  Commentary and editorials in-depth series, etc. by New York radio's largest independent local news staff.  WINS unique comparison food shopper reports are a highlight of its day-time programming. Patricia Lahrmer reports twice each hour from 10am to 4pm on :15 and :45.  During evening "drive time" WINS emphasizes news and features of interest to home-bound commuters.  Late news, sports news all evening - all the time.
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M			

OVERALL TYPE All News

New York's only 24 hour a day news service.

Indep.  
970 kc  
5,000w day  
1,000w night

Newark, N.J.  
(New York)

**WJRZ**

Adam Young

AM	PROGRAM	TYPE	COMMENTS
5	JERRY WHITE SHOW	C & W	Jerry White is a friendly, personable man who will serve the morning audience with music, news, traffic information, and weather reports, and who will be our morning introduction to WJRZ.
6			
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M			

OVERALL TYPE Country & Western

5 min. news on the hour, 2 min. news on the half-hour... except 5 min. at 7:30, 8:30am, 4:30 & 5:30pm. Relying traffic reports during drive-times. Primarily adult audience aged 18 to 45 - country music in format. Service features include traffic reports, time, weather reports, and live play-by-play broadcasts of the New York Mets baseball and Army football.

Indep.  
1190 kc  
10,000 w day

New York, N.Y.  
**WLIB**

Dore & Allen

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	SOUL AT SUNRISE Eddie O'Jay	Contemp.	One of the hottest disc jockeys in the N.Y. Negro market, conducts WLIB's power-packed wake-up show, interspersing today's top R&B records with time, sports results, traffic and weather reports, plus news on the half hour. Noted for minting catch phrases, Eddie O'Jay is a master of clarity and straight sell. He is as good a salesman for WLIB sponsors as he is an entertainer.
7			
8			
9			
10	THE GOSPEL TRAIN Joe Bostic	Relig.	Joe Bostic is the father of gospel music on radio in the Metropolitan N.Y. area. The warmth radiated in his delivery has made him one of radio's foremost on-the-air salesmen. There is no more effective means of reaching the Negro community than through Joe Bostic.
11			
N			
1	AT HOME	Service	Betty Granger Reid-hints.
2	THE RHYTHM EXPRESS Jack Walker	Contemp.	The top rhythm & blues records in this market, combined with Jack's smooth and effective commercial delivery, make this show a must buy for advertisers. Jack is also heard Saturdays from 3 to 5 p.m.
3			
4			
5	BILLY TAYLOR JAZZ SHOW	Jazz	Famed pianist, composer, arranger and author conducts N.Y.'s most popular jazz show. Perceptive selection of music and convincing delivery make for top hit show.
6			
7			
8	COMMUNITY OPINION	Talk-Tel. Part.	Won the first Peabody Award ever won by a Negro station in the 27 yrs. of the awards. Magnetic hot-line show.
9			Sign-off at sunset
10			
11			
M			
OVERALL TYPE		Varied	

Four-minute summaries on the hour.  
Five-minute news summaries on the half-hour.  
Community interest discussion programming Sunday from 4:30 to signoff.  
At 10,000 watts, WLIB is the most powerful Negro station in the nation's largest Negro market, and the only Negro signal to reach the nation's "sixth largest city"--the nearly 1,800,000 Negroes in Metro. N.Y. The Peabody Award Citation read: "At WLIB, community involvement is more than just a station phrase."

Indep.  
570 kc  
5,000 w

-323-

New York, N.Y.

**WMCA**

Robert Eastman

Straus Group

RAB

AM	PROGRAM	TYPE	COMMENTS
5	NIGHTWATCH Dean Anthony	Contemp.	Dean Anthony presides over WMCA's growing Off-Key Singing Club. (from lam)
6	JOE O'BRIEN SHOW	Contemp.	Assisting Joe each morning is his squeaky-voiced companion "Benny". Many listeners believe that "Benny" does hate to get up so early and that, perhaps this accounts for the insults and barbs he regularly hurls at Joe. Nevertheless, it's all good listening fun.
7			
8			
9			
10	HARRY HARRISON SHOW	Contemp.	Shameless, harmless, endless love affair with Mom gets tens-of-thousands of Moms through the busiest part of their day. Harry makes WMCA a family affair.
11			
N			
1	JACK SPECTOR SHOW	Contemp.	Jack puts the zing into life, while providing enough zest to make anybody's afternoon happier than every before. The music's cool and the jokes are refreshing.
2			
3			
4	DAN DANIEL SHOW	Contemp.	At 6'5" "Dandy" Dan is probably the tallest radio DJ in N.Y. Also plays the town's "tallest" list of hit records. Daily run-down of Top 25 discs in the tri-state area.
5			
6			
7	GARY STEVENS SHOW	Contemp.	To interpret life to a teen-means explaining parents, boys, girls, pimples, dates, etc. Also involves little brothers, sisters, braces-on-teeth, spray-on-your-hair. It probably takes a baby-faced pro to do the job, and Gary is the "kid" with the assignment. He works hard at it.
8			
9			
10			
11	BARRY GRAY SHOW	Talk-Int.	Leaders in gov't, politics, science, the arts & entertainment join Barry for discussion, much of it controversial.
M			
OVERALL TYPE		Contemporary	

10:30-11pm Mon.-Thurs. "Voice of New York"-- Community news. 10:30-11pm Fri. "World in Review" 5 min. News on the hour and half-hour.

"The WMCA Good Guys". First station in the nation to editorialize on a regular basis. A leader in community involvement campaigns.



**WNBC  
NEW YORK  
RADIO**

Hear,hear!

NBC Affil.  
660 kc  
50,000 w

-325-

New York, N.Y.

**WNBC**

Henry I. Christal      NBC Owned Station      NAB    RAB

AM	PROGRAM	TYPE	COMMENTS
5	LONG JOHN NEBEL STRAIGHT LINE	Talk-Tel. Part.	Random subjects discussed
6	BIG WILSON SHOW	Talk-Serv. Tel. Part.	Heavy news - service information features. 7-man production staff. Roving field reporters. Call-outs to newsmakers. Listeners call-in to occasional guest newsmakers.
7			
8			
9	DR. JOYCE BROTHERS	Talk-Tel. Part.	Listeners seeking advice on personal problems call this famous psychologist.
10	STERLING YATES SHOW & SELL	Talk-Serv.	Listeners trade, buy or sell items.
11	LEE LEONARD	Talk-Tel. Part.	Lee talks with listeners, and listeners speak with invited guests on the telephone. Conversation emphasizes the lighter side of controversial issues. Heard Monday thru Friday.
2	JIM GEARHART	Talk-Tel. Part. Int. Disc.	Off-beat, fun-filled audience participation and telephone conversation.
3			
4	BILL MAZER	Talk-Serv. News Tel. Part.	Afternoon version of Big Wilson morning show. Large production staff. Heavy on sports, news, service information. Regular schedule of in-studio guests who talk with audience.
5			
6			
7	ASSIGNMENT	Talk-News Tel. Part.	Informed WNBC Radio News analyst interprets N.Y. oriented news events.
8	LONG JOHN NEBEL'S EARLY HOUR	News Tel. Part.	Exciting, informative. Long John takes sides on controversial issues.
9	BRAD CRANDALL	Talk-Tel. Part.	Brad Crandall fields questions and trades opinions with callers. He conducts the kind of show that arouses emotions...and sometimes, tempers.
10			
11			
M	LONG JOHN NEBEL ALL-NIGHT SHOW	Talk-Tel. Part.	The dean of all-night radio takes 'em on: the quacks, faith healers, bigots.
OVERALL TYPE		Talk-Telephone participation	

NBC News on the Hour. WNBC News - five minutes after the hour. NBC Emphasis at :55 from 9:55am through 3:55pm Monitor - Weekends. Monitor/New York Sat. 6-10am, 1-3pm, 6-7:30pm, 10:30-12 Midnight, Sunday 9-12 noon, 12-3am.

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

25-49

We deliver more listeners between these ages  
than any other radio station in America.\*

**WNEW/1130**

Metromedia Radio in New York  
Represented by Metro Radio Sales

\*Source: ARB-Oct/Nov 1967 Average quarter-hour listener impressions  
Monday-Sunday 6 AM-12 Midnight N.Y. 17 County Metro Area.  
Audience data are estimates and subject to qualifications as published.

Indep.  
1130 kc  
50,000 w

New York, N.Y.  
**WNEW**

GREATER NEW YORK RADIO -327-

WCTC - Central N.J. - 1450 kc, 1,000 w NAB RAB  
 WFAS - Westchester/Rockland - 1230 kc, 1,000 w NAB  
 WGBB - Nassau - 1240 kc, 1,000 w NAB RAB  
 WGSM - Suffolk - 740 kc, 5,000 w (Daytimer) NAB RAB  
 Edward Petry

Metro Radio Sales      Metromedia Station      NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	MILKMAN'S MATINEE	Pop.	Bill Hickok, a humorist/personality whose talent and preparation show.
6	KLAVAN & PINCH	Pop.	Oldest on-the-air comedy team in N.Y. have been entertaining early morning listeners since 1952. Spontaneous, with sany humor, music, time & subway info. Their humor is sophisticated and is employed by a variety of advertisers who buy this program exclusively for their commercial treatment.
7			
8			
9			
10	WILLIAMS B. WILLIAMS	Pop.	Suave & appealing, Bill has been heard in N.Y. since 1944-15 of these yrs with WNEW. An integral part of show business-on a first name basis with a host of nationally prominent entertainers. Encyclopedic knowledge of pop.
11			
N			
1	PETE MYERS	Pop.	With WNEW since 1959. A highly talented performer with an ingenious sense of humor, he's appeared on stage & in TV and has an impressive list of "transcriptions & voice over" credits. Off-beat contests and vignettes abound.
2			
3			
4	TED BROWN	Pop.	A natural talent, yrs. of experience, and an unquenchable desire to excel make Ted a superb entertainer-salesman. Traffic, sports, other service features. Advertisers unabashedly credit him with generating traceable results, and, in some cases, building whole businesses.
5			
6			
7			
8	JIM LOWE's NEW YORK	Pop.	A composer & recording artist, Jim is a celebrity in his own right. Versatility is evidenced by his TV appearances and outstanding list of commercial credits.
9			
10			
11			
M			
OVERALL TYPE		Popular	

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC	Pop. Stand.	4 long established stations serving 7 affluent non-central city New York Metropolitan area counties with a population of 5 million people.
6			
7			
8			Stations available as a one station buy. One rate, one contract, one bill.
9			Group strength is based on local service to each station's home areas. Heavy on local news and community involvement. Features include specially purchased weather service for each individual area; air traffic reports, outdoor activity reports - beach, fishing, entertainment, etc.
10			
11			
N			News staffs manned by 17 full-time reporters, plus stringer set-ups. Sole responsibility is to gather and report each station's local area news.
1			
2			
3			News twice an hour between 6 and 10am, and 3 and 7pm. Hourly news plus headlines from 10am to 3pm.
4			
5			Housewife features in the 10am to 3pm time period.
6			
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-standard	

Giants football in season. News on hour & half-hour. Weekly documentary program "News Closeup". Ski reports in season. Boating & Fishing reports in season. "Live" music specials by national entertainers on occasion. Sports with Chip Cipolla - 5,6,7,8,8:30,9,9:30,10,10:30, and 11pm (5-min. sports roundup). Station has policy of exceptionally strong personalities plus middle-of-the-road music plus outstanding news. Pioneered "music & news" idea of independent radio. "Personality Music"

WGBB switches to contemporary music at 7pm.

Indep.  
1430 kc  
5,000 w

-328-

Newark, N.J.  
(New York)

**WNJR**

Indep.  
710 kc  
50,000 w

New York, N.Y.

**WOR**

Rollins Rollins Group

AM	PROGRAM	TYPE	COMMENTS	
5	HERMAN AMIS SHOW	R & B	Salesmanship and Showmanship go hand in hand when Herman Amis is on Mike, and for a mighty good reason. Amis never loses the touch of a Pro whether he is giving a weather report, introducing a record, or doing a commercial.	
6				
7				
8				
9				
10	MID-DAY SPIRITUALS	Gospel	Long recognized as one of the top radio personalities in the Metro. New York-New Jersey area, Mr. Hudson proves his tremendous popularity time and time again with jam-packed audiences whenever he makes a personal appearance at a theatre or club.	
11	George Hudson			
N				
1	HAL JACKSON SHOW	R & B	Hal is known for his many personal appearances with such famous groups as the Beatles, the Supremes, and is more well known for his summer show at Palisades Amusement Park where he not only appears but produces all the live shows. He is one of the greatest assets that WNJR has. Hal is one of the real vets. of radio. In the limelight for over 25 yrs. WNJR has been proud to present him for the past 5 years.	
2				
3				
4				
5				
6	DAN "KATMAN" STILES SHOW	R & B	The "Katman", as Danny is known, has been holding forth on WNJR for the past 14 yrs. The idol in the teen market known for his many personal appearances at the various local high schools & theatres in and around metr. N.Y.-N.J. area. Entertaining, humorous and unpredictable.	
7				
8				
9	MR. BLUES SHOW	R & B	Features Hal Ladell	
10	GOSPEL HIGHWAY	Gospel	The newest addition to the WNJR "Soul line-up of Giants", Brother Crane returns to WNJR after a very successful 5 yrs. at WADO in N.Y. During this time, he built up one of the strongest nighttime Gospel audience in N.Y. radio	
11				Brother Jonathan Joe Crane
M				
OVERALL TYPE		R & B		

5 min. news at :30, 24 hrs. a day; 2 mins. at :60 - 7 & 8 am, 4, 5 pm; Jocko Maxwell sports - 5 mins. 6:55pm-7:55 Informer - 7:20 am, 8:20 am, 3:20 pm, 5:20 pm; Community Calendar - 2 mins. 5:20 am, 9:20 am, 1:20 pm, 2:20 pm  
Sports Scoreboard - 2 mins. 6:40, 7:40; 8:40, and 9:40 am; 3:40, 4:40, 5:40, 6:40, 7:40 and 8:40 pm.  
Church Calendar - 2 mins. 10:20, 11:20 am, 12:20 pm, 10:20, 11:20 pm, 12:20 am, 1:20, 2:20, 3:20 and 4:20 am  
"Negro Radio for Metro New York"

RKO Genl. Nat'l Sales RKO Genl. Bdcstg. NAB

AM	PROGRAM	TYPE	COMMENTS
5	RAMBLING WITH GAMBLING	Info. Talk Stand. Music News	Traffic reports from Helicopter 710 (Fred Feldman), transit, weather, plant and school closings, civic, community & emergency announcements. Program draws more than 100,000 letters a year from listeners.
6			
7			
8			
9	PETER LIND HAYES MARY HEALY SHOW	Talk-Int. Disc	Popular show business team-interviews and light-hearted talk.
10	MARTHA DEANE	Talk-Int. Disc.	Interviews with headline personalities by a winner of major awards and acclaim.
11	THE McCANNS AT HOME (Al, Dora, Patsy)	Talk-Serv. Info.	Talk of food & family activities by a father, mother and daughter.
N	THE FITZGERALDS (Ed & Pegeen)	Talk-Info.	Relaxed talk about contemporary life; perceptive book reviews. News of pet world.
1	ARLENE FRANCIS PROGRAM	Talk-Int. Disc.	Arlene talks knowledgably with guests from show business and the arts.
2	JACK O'BRIAN'S CRITICS CIRCLE	Talk-Int. Disc.	Lively conversations with headliners from the entertainment world, etc.
3	RADIO NEW YORK	Info. Talk News	News and on-the-scene reports, including information on traffic from Helicopter 710, transit, financial developments, politics, sports book reviews, other topics. Commentators include John Wingate, John Scott, Walter Kiernan, Margaret Truman, Stan Lomax, Lvlle Van, Henry Gladstone, Fulton Lewis III, Lester Smith, George Hamilton Combs and Rodger Skibenes.
4			
5			
6			
7			
8	BARRY FARBER INTERVIEWS	Talk-Int. Disc.	Provocative discussions with guests from many areas of contemporary life.
9	THE JOE FRANKLIN PROGRAM	Talk-Int. Disc.	Entertainers and other guest celebrities in lively discussions of modern scene.
10	JEAN SHEPHERD SHOW	Comment	Monologues by a gifted raconteur. actor & writer - large college following
11	BARRY FARBER	Talk-Int. Disc.	In-depth discussions with guests representing a variety of stimulating opinions.
M			
OVERALL TYPE		Talk	

News staff consists of W. Kiernan, J. Wingate, L. Smith, Lyle Van, J. Scott, J. Allen, H. Hennessy, H. Gladstone, P. Roberts, M. McPhillips, Roger Skibenes.  
15 min. News on the Hour, plus 5 min. news at 6:30, 7:30, 8:30am & 4:30 & 5:30pm.  
Sports News: 4:45, 5:45, 6:45pm with Stan Lomax.



Indep.  
930 kc  
5,000 w

New York, N.Y.  
**WPAT**

Katz Capital Cities Bdcstg. NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	THE NIGHT SHOW (from midnight)	see comments	Distinctive WPAT manner similar to Gaslight Revue.
6	CAROUSEL		Music for morning-lively in- strumental and vocal. 5 min. newscasts at 6, 7, 8 and 9:30am. TEMPO - 15 minute news by Jim Van Sickle and play reviews and topical commentary by drama critic Goodman Ace. Traffic, time, weather, public service, in- terspersed throughout the day. Commercials on the quarter hour.
7			
8			
9			
10	GASLIGHT PREVUES		Musical, more topical and topical segments. 5 minute news every hour on the half hour. Commercials on the quarter hour. Traffic, time, weather, public ser- vice, same as above.
11			
N			
1			
2			
3	LIMELIGHT		Generally the same as above, more lively as it approaches drive time. 5 minute news at 3:30pm, 4:30pm, 5pm, 5:30pm, 6pm and 6:30pm.
4			
5			
6			
7	GASLIGHT REVUE		Radio's most famous and long running musicale. Half-hour musical segments with commercial messages on the hour and half-hour. 5 minutes of news every hour on the half hour. Music programmed with an ear for night-time listen- ing.
8			
9			
10			
11			
M	THE NIGHT SHOW (to 6am)		Unidentified & interrupted only on the hour & half-hr.

OVERALL TYPE see "comments"

Music 85% of total programming.  
All announcements, including commercial, simulcast on  
AM and FM.  
FM - ERP 12,550 w (horiz) 12,500 w (vert)  
Antenna height: 870 ft. above average terrain  
Partial simulcast operation.

Indep.  
1560 kc  
5,000 w

-329-

New York, N.Y.  
**WQXR**

Avco Radio & TV Sales NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	*BRIGHT & EARLY	Light Class. Show Album	Light, instrumental and orchestral, news, weather, traffic, time signals.
7			
8			
9	PIANO PERSONALITIES		Repertoire of outstanding pianists.
10	BE MY GUEST	Class.	Familiar orchestral, opera- tic highlights, solos.
11	Bob Lewis		Fine food segment within program.
N	MUSIC A LA CARTE George Edwards	Light Class.	Lighter orchestral pieces for lunchtime listening.
1	LISTENER'S CHOICE	Class.	Classical selections re- quested by mail by audience.
2			
3	THE MUSIC ROOM	Class.	Classical programs of longer works.
4	Duncan Pirnie		
5	COCKTAIL TIME Duncan Pirnie	Lt. Cl. & Stand.	Sophisticated music appro- priate to cocktail hour.
6	*NEWS BLOCK DINNER MUSIC	Talk Lt. Cl.	News roundup, Stocks, Editorial Music to dine by.
7	*NEWS BLOCK *VARIOUS	Talk Class.	Times correspondents-News See below
8	*SYMPHONY HALL	Class.	Various symphony orchestras and conductors...features cycles of composers, artists.
9	*VARIOUS PROGRAMS	Class. Lt. Cl.	See below
10	*VARIOUS PROGRAMS	Class. Lt. Cl.	See below
11	NIGHTCAP	Class.	Small orchestral pieces.
M			

OVERALL TYPE Class., light; Show-Album

N.Y. Times News on the Hr. Headlines on the half-hr. News  
Roundups-8am, 12N, 6pm, 11pm.  
7:30-8pm: M-Nights in Latin Amer.; T-Bosley Crowther's  
Film Almanac; W-Music from Germany; Th-Famous Arias;  
F-Piano Concert. 9-10pm: M-Steinway Hall; T-Gala Perform-  
ance; W-Collector's Corner; Th-All About Music with Boris  
Goldovsky; F-Lincoln Center Spotlight. 10-11pm: M-The Age  
of Baroque with Igor Kipnis; T-RCA Record Showcase;  
W-Broadway Theatre; Th-Concerto Classics; F-Festival of  
Stereo.  
\* Programming simulcast on WQXR-FM



# Man Sound

The grown-up sound of today!

**wvnhj** 62 AM/100 FM

Indep.  
620 kc  
5,000 w

Newark, N.J. (N.Y.)

**WVNJ**

Indep.  
1600 kc  
5,000 w

-331-

New York, N.Y.

**WWRL**

H-R (outside of N.Y.) RAB

Bernard Howard Sonderling Station NAB

AM	PROGRAM	TYPE	COMMENTS
5	PARADE	Stand.- Pop. Show Album	Bright morning music, blending the lively with the lovely, interspersed with commuters services: time & temperatures for individual communities in coverage area; similar information for domestic and international travelers; news on the hour and half hour 6-9; truly "The Grown-Up Sound of Today".
6			
7			
8			
9			
10	GEMS	Stand.- Pop. Show Album	A blending of the loveliest oldies with the liveliest contemporary music - a range from Mantovani to Herb Alpert in uninterrupted segments... the broadest interpretation of "The Grown-Up Sound of Today". Albums are identified, and commercials are clustered every quarter hour; Album Premiere features a new release album daily at 10:05am. News on the hour.
11			
N			
1			
2			
3			
4	RENDEZVOUS	Stand.- Pop. Show Album	Up-tempo arrangements and sweet soothing melodies, designed to smooth the home-ward journey. Light and lively is "The Grown-Up Sound of Today". News every half hour 4-7pm, and Investment News at 5:35pm.
5			
6			
7	SHOWCASE	Stand.- Pop. Show Album	Uninterrupted music programmed for the dinner hour. Lush, full arrangements of standards, semi-classics, show & movie themes: Albums identified at beginning of each segment. "Best of B'way" nightly at 7:05pm featuring complete original cast B'way shows. Commercials every quarter-hr. and news on the hour.
8			
9			
10			
11	TREASURES	Stand.- Pop. Show	Music designed for reading, romance and rest; sweet soothing music, uninterrupted except for commercials at quarter hr. News on hr. Albums identified beginning

AM	PROGRAM	TYPE	COMMENTS
5			
6	ENOCH GREGORY SHOW	Contemp.	Gregory is known as the "Dixie Drifter" and hails from Hertford, North Carolina. He's a real power powerhouse as morning man on the "Big RL".
7			
8			
9			
10	HAL ATKINS SHOW	Contemp.	This Soul Brother was born in Miss. and attended Rust College on a singing scholarship. Started at KOKY, Little Rock. Came to WWRL from Sonderling's WOL in Wash. D.C. A public relations expert - on the Executive Board of the Urban League.
11			
N			
1			
2	FRANKIE CROCKER SHOW	Contemp.	Frankie returns to the "Big RL" after making movies with Jimmy Brown of the Cleveland Browns. Frankie is truly one of the great DJ's of our time.
3			
4			
5			
6	AL GEE SHOW	Contemp.	Al is known as "The Master" Started in radio at WAMO, then Pgm. Dir. at WZUM. At WOOK, Wash. D.C. he was Production Dir. & staff announcer. The "Big RL" grabbed him when he became such a success and brought him to N.Y. where he has become the most exciting evening man in town. Al hates sleep-waste of time.
7			
8			
9			
10	GOSPEL TIME	Relig.	Fred Barr, Rev. Ike, Bishop Lewis, Bro. Al, Rev. David Epley, Bishop Bondar.
11			
M	ALL NIGHT SHOW Jerry "B"	Contemp.	Jerry came to "Big RL" from WUFO in Buffalo and is already a big hit in N.Y.

OVERALL TYPE Standard-Pop-Show-Album

OVERALL TYPE Contemporary

5 min. news every hour on the hour. 5 min. news at 6:30, 7:30, 8:30am and 4:30, 5:30, 6:30pm and 12:55am. Investment news at 5:35pm

"20-20 News"...5 minutes at 20 minutes before the hour and 1 minute at 20 minutes after the hour. 8 man news department. 1 minute of sports 6 times daily. Editor-ializes 8 times daily. Help Wanted feature 8 times daily Community events 8 times daily.

Station Slogan: "Metropolitan New York's Album Music Station" "The Grown Up Sound of Today"

# NORFOLK

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WAVY *	25	15.20 6-9a	11.40 9-4p	15.20 4-7p	7.60 7-11p		75%	50%		
	156	14.40	10.80	14.40	7.20					
	260	13.60	10.20	13.60	6.80					
	312	12.80	9.60	12.80	6.40					
	624	12.	9.	12.	6.					
WOMS	6	15. 7-9a	11. 9-3:30p	15. 3:30-6p	9. 6-Off		80%	50%		10%
	12	14.	10. 6-7a	14.	8.					
	18	13.	9.	13.	7.					
	24	12.	8.	12.	6.					
	30	11.	7.	11.	5.					
WGH	6	28. 6-10a	21. 10-3p	25. 3-7p	15. 7-12m	6.50 12-6a	80%	50%		8%
	12	26.	20.	24.	14.	6.				
	18	24.	19.	23.	13.	5.50				
	24	22.	18.	21.	11.	5.				
	30	20.	17.	19.	10.	4.50				
WHIH	6	17. 6-9a	11.50 9-4p	14. 4-7p	11.50 7-6a					
	12	15.	10.	12.	10.		80%	50%	15%	20%
	18	14.	9.50	11.25	9.50					
	24	13.	9.	10.50	9.					
	30	12.	8.50	9.50	8.50					
WFOR	12	22. 6-10a	19. 10-3p	22. 3-7p	13. 7-10p	11. 10-5a	80%	50%	4%	8%
	18	20.	18.	20.	12. 5-6a	10.				
	24	18.	17.	18.	11.	9.				
WRAP	6	22. 6-9a	19. 9-4p	22. 4-7p	14. 7-1a		80%		-32	-34
	12	21.	18.	21.	13.					
	18	20.	17.	20.	12.					
	24	19.	16.	19.	11.					
WTAR	12	23. 6-10a	18. 10-3p	23. 3-7p	18. 7-12m		Drive	50%	-32	-33
	24	22.	17.	22.	17.		-35			
	36	21.	16.	21.	16.		-33			
WTID	10	12. 6-10a	11. 10-3p	12. 3-6p	11. Other		80%	50%		
	20	11.	10.	11.	10.					
	30	10.	9.	10.	9.					

NBC Affil.  
1350 kc  
5,000 w

Portsmouth-Norfolk, Va.

**WAVY**

Indep.  
1050 kc  
5,000 w

-333-

Norfolk, Va.

**WCMS**

H-R	PROGRAM	TYPE	COMMENTS
5	MARV HENRY SHOW	Pop.-Stand.	Bright, popular music. "NBC News-on-the hour". "NBC World News Round-up" "NBC Emphasis". Seven local newscasts. "Doctor's Housecall". 3- 2-min. sports capsules. Nine helicopter traffic reports 1-3 minute "Comedy Time".
6			
7			
8			
9			
10	MAC McMANUS SHOW	Pop.-Stand.	Bright popular music. 3 local newscasts. "NBC News on the Hour", "NBC Emphasis", 2- 3 min. "Comedy Times".
11			
N	JOE PYNE SHOW	Talk-Int. Disc.	Two guests on each show.
1			
2	LEN HATHAWAY SHOW	Pop.-Stand.	Bright, popular music. "NBC News on the hour", "NBC Emphasis", 2 -3 min. "Comedy Times", 9 helicopter Traffic Reports.
3			
4	BOB GHEZA SHOW	Pop.-Stand.	Bright, popular music. "NBC News on the Hour", 3 local newscasts, 2 3 minute "Comedy Times", 9 helicopter Traffic Reports.
5			
6			
7	NEWS BLOCK	News	Huntley-Brinkley News
8	JOE PYNE SHOW	Talk-Int.-Disc.	Two guests on each show.
9			
10	BOB PHELPS SHOW	Pop.-Stand.	Popular music in a more relaxed vein. NBC News on the Hour. 4 local newscasts. 3-3 minute "Comedy Times". Special interviews with well-known personalities. Seasonal H.S. and College Sporting Events.
11			
M			
OVERALL TYPE : Popular-Standard			

WAVY Radio is a careful blend of middle-of-the-road, pop-standard music; network news & special features; strong local news; mature, believable personalities, heavy community involvement; local & College sporting events. WAVY Radio is affiliated with WAVY-TV, Channel 10-NBC. All radio personalities enjoy regular TV exposure. Very strong merchandising & promotion dept. Norfolk, Portsmouth, Newport News, Chesapeake, Virginia Beach market is 1,200,000. Largest Navy Base in the world.

AM	PROGRAM	TYPE	COMMENTS
5			
6	BILL SLADE	C & W	News at :55, Nashville Rep't Local, state & national news
7	HOPALONG JOE HOPPEL	C & W	Joe Hoppel has been on the air in this area for 14 yrs. State and local weather; Local, State & Nat'l. News; State and Local Weather; Golden Country Classica
8			
9			
10			
11	JOHNNY SUMMER	C & W	Farm Market Report; Ship Arrivals; Local, State & National News.
N			
1			
2	CAROLINA CHARLIE	C & W	Local, State and National News; Nashville Report (Nashville, Tenn.) (1 Min.); Local, State and National News; Sports Roundup
3			
4			
5			
6	EARL PAULKE	C & W	Nashville Report (Nashville, Tenn.) 1 min. Local, State and National News
7			
8			Sunrise to local sunset
9			
10			
11			
M			
OVERALL TYPE		C & W	

News 24 hours a day at :55  
Radio Ranch Hand  
Trail of Hits - 12:00 Noon to 5:00 P.M. Saturdays. Top 50 Country Western Records of the week  
Nashville Reports  
3 News men and 2 mobile units plus worldwide stringers and UPI.  
Daily News reports from Nashville about Country Music Stars.



Indep.  
1310 kc  
5,000 w

-334-

Norfolk, Va.  
**WGH**

MBS Affil.  
1400 kc  
1,000 w day  
250 w night

Portsmouth, Virginia  
(Norfolk)

**WHIH**

Blair NAB RAB

Dore & Allen Speidel Bdcstrs. NAB

AM	PROGRAM	TYPE	COMMENTS
5	GEORGE CRAWFORD SHOW	Contemp	22 yrs. experience in radio; with station since 1960. Has a large library of recorded voices & gimmick sounds he works into his show. "Wake Me Shake Me Club." Harmonizes and sings along with novelty numbers. Features "Unusual Facts from Crawford's Almanac" a compendium of inane statements about local politics, weather, etc. Warm, humorous.
6			
7			
8			
9	DICK LAMB SHOW	Contemp	Features on daily 5 min. sports show. Official MC for Norfolk's largest amusement park. Easy, relaxed, friendly All-American-Boy Type.
10			
11			
N	DAVE CUMMINS SHOW	Contemp	Tops in creative production work. Former production head of WICE, Providence, WHEW, WAVI, WCOL. Free-lanced in area before joining WGH. Friendly & cheerful on-the-air style. Has 5 min. interview "People Program" capsules in show.
1			
2			
3	GENE LOVING SHOW	Contemp	Born in Richmond, Va..5 yrs. Richmond radio & #1 entire time..3 yrs. WLEE & was Music Director. Did over 200 consecutive remote broadcasts of show. Has produced several local star shows. WGH Music Director, produces all WGH stage shows.
4			
5			
6			
7	JIM LAWRENCE SHOW	Contemp	Hit-Line Survey, oldie segment, direct telephone dedications. Has long list of civic, MC and sock hop credits.
8			
9			
10			
11	ROGER CLARK SHOW (All Nite)	Contemp	WGH's Program Director, 18 yrs. in Tidewater radio. 9 yrs. with WGH. 17 yrs. experience with all-night shows.
M			

AM	PROGRAM	TYPE	COMMENTS
5	SPIRITUALS	Gospel	Geoffrey Starr
6	MOMENTS OF MEDITATION	Gospel	Frank Wilson
7	SCOTTY ANDREWS SHOW	R & B	Scotty Andrews
8			
9			
10	AL PARKER SHOW	R & B	
11			
N	ALMA DEAN SHOW	Serv.	Wom. Int.& Public Affairs
1	AL PARKER SHOW	R & B	
2			
3	B.J. THE D.J.	R & B	Bob Jackson
4			
5			
6			6:55-7p.m.-"Joe Rose Tells It Like It Is"
7	MOMENTS OF MEDITATION	Gospel	Frank Wilson
8	THE WORLD TODAY	News	Mutual Broadcasting System
9	JOHNNY Q SHOW	R & B	John Askew
10			
11			
M			

OVERALL TYPE Contemporary

OVERALL TYPE R & B and Gospel Programming

News at :55; Headlines at :25  
News Department produces \$500 scholarship program recorded on stage at a local high school  
"Best News Operation in Va." an award won from AP for 4 consecutive years. In rugged competition with other successful broadcasters throughout Va., were judged (by out-of-state AP members) on day-to-day news operation, and quality of staff & presentation. In addition to "Best News Operation in Va." WGH also won several other 1st prizes.

Mutual Broadcasting System News each half-hour from 6:30 AM - 11:30 PM  
Virginia UPI & Local News each hour on the hour  
Local weather every 20 minutes  
Community News every 30 minutes

Indep.  
1230 kc  
250w night

Norfolk, Virginia

**WNOR**

Robert Eastman

RAB

AM	PROGRAM	TYPE	COMMENTS
5	SAM SCOTT SHOW (from midnight)	Pop. Contemp.	We play a lot of music all night in a city where many stay up.
6	LARRY SHANNON SHOW	Pop. Contemp.	Jack brings to Tidewater the ability to be happy and entertaining at 6 in the morning. He gets listeners on their way with time checks, and weather conditions.
7			
8			
9			
10	JIM LAWRENCE SHOW	Pop. Contemp.	Easy going brand of music info. Mr. Lawrence has long been a favorite of the housewives on the air and the teens at his many personal appearances.
11			
12			
1			
2	JERRY BRIGHT SHOW	Pop. Contemp.	Jerry is music director of WNOR in addition to having most popular show. An 11 year vet, Jerry is one of the real pros in the business and is in great demand by area businesses for in-person appearance.
3			
4			
5			
6	JIM LOWE SHOW	Pop. Contemp.	This young man identifies with his young at heart audience and his popularity grow and grows. On-the-air listeners calls - plus requests, dedications, free giveaways. A very fast paced format with a lot of music.
7			
8			
9			
10			
11			
M	SAM SCOTT SHOW (to 6am)	Pop. Contemp.	A lot of music in a city where many stay up.

OVERALL TYPE Popular-Contemporary

Sports - on the half hour. Weather 15 min. before every hour. News at 20-20.

-335-

Norfolk, Va.

**WRAP**

Indep.  
850 kc  
5,000w day  
1,000w night

Rollins

AM	PROGRAM	TYPE	COMMENTS
5	SUNRISE SPIRITUALS Jack Holmes	Gospel	Jack Holmes is referred to as "The Mayor"
6	THE JACK HOLMES SHOW	R & B	
7			
8			
9	GOSPEL REFLECTIONS	Gospel	
10	Jack Holmes Jimmy Boone		
11	THE JIMMY BOONE SHOW	R & B	Jimmy Boone is known as the "Great Mr. B".
12			
1			
2			
3	THE VAN DUNN SHOW	R & B	
4			
5			
6			
7	THE RICK FOY SHOW	R & B	
8			
9			
10			
11	TONI WASHINGTON SHOW	Jazz	
M	MAURICE WARD (to 5am)	R & B	

OVERALL TYPE R & B - Gospel

Negro oriented news at :55. Headlines at :30. Community Bulletin Board at 15 minutes after the hour.

"The Sound of Service in Tidewater" - Sports - Special Events - Public Service Programs.  
Leola Dyson 3 min. capsule programs of interest to the woman - 12 times daily

CBS Affil.  
790 kc  
5,000 w

-336-

Norfolk, Va.  
**WTAR**

Edward Petry

MAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	MORNING SHOW	Pop. Stand.	Farm Capsule reports at 5-6:30 am
6	Mike Secrest		News and weather on the hour and half-hour.
7			7-9 am Helicopter Traffic Patrol reports.
8			
9			
10	ARTHUR GODFREY TIME	Variety	CBS Network
11	TALK-FEATURETTES	Talk	Mildred Alexander-Reports
	ACCENT COMEDY	Talk	Comedy albums-M. Secrest
N	SCOTT BROOKS SHOW	Pop. Stand.	News & weather on the hr. CBS Dimension features on the half-hour.
1			
2			
3	ROUTE 79	Pop. Stand.	News & weather on the hour and half-hour. Half-hour sports report.
4	Tom Looney		4-6pm Traffic Patrol reports.
5			
6	DATE LINE	Talk News Info.	Bob West and 30-man news staff prepare Nat'l News, Local News, Tidewater, Bus. Stock Market-Analysis-Sport A 90 minute news review.
7	Bob West		
8	NIGHT FLIGHT	Pop. Stand.	News on the hour and half-hour.
9	Bruce Barry		
10			
11			
M	HOLIDAY NIGHTTIME	Pop. Stand.	Dolly Holiday & Art Simmons Mid.-5am. News on the hour
OVERALL TYPE		Popular-Standard	

Tues. 7:35-8pm on Campus at Old Dominion College.  
Wed. 7:35-8pm on Campus at Norfolk State  
Thurs 7:35-8pm - Prep Round-up  
Notre Dame & Norfolk Neptune professional football Sat. in the fall. Championship football & basketball games.  
Dick McCoy discusses topical issues with students from Norfolk College.  
Sports Director Stan Jarfin and sportswriter Larry Bunko discuss high school sports with coaches and players.

Indep.  
1270 kc  
1,000 w

Norfolk, Newport News, Va.

**WTID**

Alan Torbet Asaoc.

AM	PROGRAM	TYPE	COMMENTS
5	COUNTRY REQUESTS	C & W	Midnight till dawn request format on the tops in country music.
6	VOICE OF THE TURTLE	C & W	Glenn Lewis hosts this fast-paced Nashville Sound program - Hymn of the Hour, Neighbor Note, Twenty-Twenty News, Country Classic, all features each hour, with the varied "voices" of the Turtle - the highlights.
7	Glenn Lewis		
8			
9	WAGON WHEEL WILLIE	C & W	Wagon Wheel, Bill Sellers, brings his quick-witted humor to Tidewater housewives.
10	Bill Sellers		
11			
N			
1	QUANTREL SHOW	C & W	This "famous" country gentleman keeps the gals entertained throughout the early afternoon with the top country hits.
2			
3			
4	BIG SARGE SHOW	C & W	Big Sarge carries his service csreer onto WTID & makes a big hit with the many service personnel stationed in this key military market.
5			
6			
7	GRAND OLE OPRY	C & W	Nashville sound, known the world over.
8	COUNTRY REQUEST TIME	C & W	Hosts, Howard Miller, Mike Allen & Jerry Bangley keep it lively & "requestful" all night, rounding out WTID's 24 hours a day.
9			
10			
11			
M			(to 6 a.m.)
OVERALL TYPE		Country & Western	

Format is tight, fast-paced Nashville sound playing the top 70 country tunes with the Country Classic & Hymn of the Hour each hour. Twenty-twenty News with local & national headlines as well as area weather. The Atlantic Go-Patrol broadcasts traffic reports during drive-times.  
WTID's "Top Gun in Tidewater" gets to the adult audience in the fast-growing Tidewater area - the military (Norfolk Navy, Fort Eustis, Fort Monroe, Navy Weapons, Langley Air Force Base), and the Blue Collar workers (Newport News Shipyard, Portsmouth Shipyard, etc.)



Indep.  
890 kc  
1,000 w

-338-

Oklahoma City, Okla.

# KBYE

Greener, Hiken, Sears

AM	PROGRAM	TYPE	COMMENTS
5	"BIG BEN TIPTON"	Gospel	Ben Tipton III is a former Oklahoma University and professional basketball star. He is a graduate of Oklahoma City Douglass High School and is recognized for his outstanding athletic performance at Arkansas State University and his professional career with the "Leopard" cager team. The 6'5" athlete now devotes his skills to the Negro programming on KBYE.
6			
7			
8			
9			
10			
11			
N			
1			
2			
3	WILLA'S KITCHEN	Talk & Gospel	Perrenial favorites, Abram and Willa Ross have been featured on KBYE since 1955. The husband and wife radio team present daily Negro Programming highlighted by newscasts, variety and musical shows and interviews with visiting personalities. Willa presides over "Willa's Kitchen", a program revealing "tasty" recipes and household hints for the woman at home. Abram, a native Oklahoman, hosts visiting quest artists and bands and spins the turntable for spiritual and popular recordings.
4	"BIG BEN" TIPTON	R & B	
5			
6			
7			
8			
9			
10			Sunrise to local sunset
11			
M			
OVERALL TYPE		Gospel - R & B	

News at 5:30pm. "Pee Wee" Wells and Ela Asher bring listeners of KBYE a 5-minute newscast six days weekly. Their program, "From the Black Dispatch News Desk", features national, state and local news of interest to their Negro audience.

"Oklahoma City's only radio station presenting live negro personalities."

Indep.  
800 kc  
250 w

Oklahoma City, Okla.

# KJEM

Jack Masla

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	SOUND OF MUSIC	Stand. Pop.	Good music - news headlines and weather.
6	Jerry Walker		
7	MORNING REPORTS	Talk-News Info. Serv.	News & information block... Sports & stock mkt. reports.. Direct traffic reports from Okla. City Police Dept... Newsmaker telephone calls.
8	Eddie Coontz John Brooks		
9	JOE PYNE SHOW	Int.Disc.	Interviews-controversial
	JOE PYNE HOTLINE	Tel.Part.	Aud. opinions on earlier pgm
10	MUSIC	Stand. Pop.	
11	SOONER KITCHEN	Talk-Serv.	Exchange of recipes between women in audience...from those called in earlier.
N	NOON REPORTS	News	News-Sports-Stocks-weather.
	TRADING POST	Talk-Serv.	Listeners buy, sell, trade.
1	COMMENT	Talk-Tel.Part.	Open line on questions of the day. Listeners express their opinions.
2	MUSIC	Stand. Pop.	
3			
4	AFTERNOON REPORT	News	Lcl,nat;l,interna'l,stocks.
5	JOE PYNE	Talk-Int.Disc.	
6	AFTER HOURS WITH MAURICE EVES	Stand. Pop.	Good music...sprinkled with Broadway selections... interviews with the local drama and musical personalities.
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Talk-Tel.Part. Standard Popular	

5 min. news every hour 9-4:30. Full-time sports director (only one in Oklahoma City). Our station is basically telephone talk with a heavy emphasis on news and information during morning and afternoon drivetime. We broadcast a heavy line-up of local and national sports. This year we carried Notre Dame - Kansas City Chiefs - Oklahoma City Blazers - O.C.U. Chiefs - St. Louis Cardinals.



MBS Affil.  
1140 kc  
1,000 w

Oklahoma City, Okla.

**KLPR**

Adam Young

NAB

AM	PROGRAM	TYPE	COMMENTS
5	THE JIM SCOTT SHOW	C & W	
6			
7			
8			
9	THE JIM BELT SHOW	C & W	
10			
11			
12			
1	THE JOHNNY BOND SHOW	C & W	
2			
3			
4	THE JERRY WHITE SHOW	C & W	
5			
6			
7			Sign off at local sunset
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

Mutual News - 5 mins. on the half-hour.  
Local News - 5 mins. on the hour.  
Traffic Reports 7:30-9:00am, 4:30-5:00pm  
Weather at :15 & :45  
Sports at 7:15am, 6:15pm  
Citizen of the Day - 6 times daily  
Pet Patrol - lost and found  
Farm News - 6:00-6:15am  
Town & Country Calendar (club announcements)

NBC Affil  
1340 kc  
1,000w day  
250w night

-399-

Oklahoma City, Okla.

**KOCY**

Alan Torbet Assocs.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	DON HODGES SHOW	Pop.-Stand.	Sports, news and commentary by Joe Garagiola at 6:25. World News Roundup at 6:30. Up-tempo coverage of current good music with lively comment by Don Hodges. News on the hour from NBC followed by complete local coverage at 7:05 and 8:05. Traffic control information when traffic builds. News headlines.
6			
7			
8			
9			
10	TOM GILMORE SHOW	Pop.-Stand.	Easy listening-interesting comments, public service info. with Hotline news bulletins throughout. Emphasis on new albums with good music. NBC News on the Hour, KOCY local news at noon, weather at 12:15. Gives housewife easy-to-listen-to, easy-to-work-by music.
11			
12			
1			
2	LEE HOWARD SHOW	Pop.-Stand.	Lively, not rock, music, public service info., up-to-the-minute news bulletins from the "Hotline". Huntley and Brinkley's perspective on the news at 4:30 & 4:40. Traffic control bulletins given to aid homeward bound audience. Stock Market Report at 5:30. Howard puts a bounce into afternoon listening.
3			
4			
5			
6	JOHN DOREMUS SHOW	Album Pop.Std.	The best of album music with interesting commentary.
7	NEWS OF THE WORLD	News	Bill Ryan, comments - NBC
8	NITE LIFE Carlton Beck	Pop. Stand.	Velvet-voiced Carl Beck gives easy listening music with some up-tempo change of pace selections. NBC and local news on the hour. Weather at :45.
9			
10			
11	THE QUIET HOUR	Album Pop. Stand.	Lush orchestral and instrumental music, some vocal selections makes for soothing hour of listening.
M			

OVERALL TYPE Pop.-standard

KOCY is the sound of "contemporary GOOD music" delivered by responsible, intelligent, veteran announcer personalities. It is considered Oklahoma City's only GOOD music station. Programming is aimed at young adult and adult buying audience. Oklahoma State Univ. basketball and football and NBC Bowl games during season. Simulcast with KOCY-FM from 7am to 3pm.

Indep.  
1520 kc  
50,000 w

-340-

Oklahoma City, Okla.

**KOMA**

ABC Info Network Affil.

1,000 kc  
5,000 w

Oklahoma City, Okla.

**KTOK**

Blair Storz Station NAB RAB

Robert Eastman

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	ROBERT MORGAN (from midnight)	Talk-Serv.	Original style and sound hits the air about the time the "night people" tune in.
6	JACK MURRAY SHOW	Contemp.	"Gentleman Jack" is a man of many facets. His patter is interesting, and often hilarious. Entertainment is Jack's middle name, and his strong ladies appeal makes him a favorite at "Housewife Movie Spectaculars". Nine year radio vet.
7			
8			
9	JOHNNY DARK SHOW	Contemp.	Johnny's pleasantly resonant voice makes them sit up and take notice, and they really keep the request line buzzin' for Johnny Dark. Christman of 1967, Johnny was selected through Sargeant Shriver's Job Corps to present show for the Corps.
10			
11			
N	ALLEN KING SHOW	Contemp.	A native Texan, Allen has a formidable radio background with over 10 yrs. in the business to his credit. While attending the Univ. of Tulsa, he covered the all-night show on KAKC. Also KBOX, WHK, WPLO, KEBQ.
1			
2			
3	PERRY MURPHY SHOW	Contemp.	Perry, KOMA's Program Dir., was formerly the highest rated personality on WTIK, New Orleans. His career started in his home state in 1958 with a station in Lincoln. Later, he worked Kansas City and Duluth as Program and Production Dir. His flair for broadcasting is a family tradition. As early as 1924, his father was a broadcaster.
4			
5			
6			
7	BUDDY SCOTT SHOW	Contemp.	The telephone lights in Buddy's studio blink all evening as his show blankets the city, the midwest and most of the western states, with lively, interesting chatter and America's favorite music. Buddy is one of KOMA's most popular personalities, appearing at watermelon-eating contests, store openings, club meetings and various other functions. Started in radio at a small station in his hometown at 14 yrs.
8			
9			
10			
11			
M	ROBERT MORGAN (till 6am)	Contemp.	Bob is possibly the only poet-philosopher DJ in captivity. Original style

OVERALL TYPE Contemporary

Weather at :10 and :50.  
Community News at :30.  
News - Sports - Weather at :40.

AM	PROGRAM	TYPE	COMMENTS
5	RUDY RAY SHOW (from midnight)	Pop.-Stand.	Red Rover News, ABC News
6	BOB RIGGINS SHOW	Pop.-Stand.	Red Rover News, ABC Network News, Ten Spot Jackpot, Hymn of the Day.
7			Red Rover News, ABC Network News, Captain Perdue's Traffic Reports, Farm News, weather, sports in 7-7:30 News Block.
8			Paul Harvey, Ten Spot Jackpot.
9			
10	BOB MC CARTNEY SHOW	Pop. Stand.	Red Rover News, ABC Network News, Ten Spot Jackpot, Pin Up Board, White Kid Glove Award.
11			Noon to 12:30 News Block - Red Rover News; ABC Network News, Paul Harvey, Farm News, weather, sports.
N			
1			
2	TOM FURLONG SHOW	Pop.-Stand.	Red Rover News, ABC Network News, Ten Spot Jackpot, Chicken-Man.
3			
4			5-5:30 News Block -Red Rover News, ABC Network News, Captain Perdue's Traffic Reports, Farm News, weather, sports.
5			
6	JERRY FONTAINE SHOW	Pop.-Stand.	Red Rover News, ABC Network News, Ten Spot Jackpot.
7	SWAP SHOP	Talk-Serv.	A party-line get-together for people who want to buy, sell or trade.
8	JERRY FONTAINE SHOW	Pop. Stand.	
9			
10			
11			
M	RUDY RAY SHOW (to 6am)	Pop.-Stand.	Red Rover News, ABC News.

OVERALL TYPE Popular-standard

17 time winner of monthly AP Award for excellence in local news coverage. 2nd place nat'l Award from AP Radio & TV Assoc. for 1967. More than 300 regularly-scheduled news casts each week. More on-the-scene mobile reports than any other station in town. 5 of the best newsmen in the SW. 4 fully equipped mobile broadcasting units. Fulltime Sports Director. Broadcast play-by-play of Dallas Cowboys, OKC Blazers (pro ice-hockey) and OKC Plainsmen (pro football).

Indep.  
930 kc  
5,000 w

-341-

Oklahoma City, Okla.

**WKY**

Katz

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5 6	NEWS - GOOD MORNING HYMN TIME Bob Hamilton	C & W	Russell Pierson, Full-time Farm Director, & Asst. Nelson Robinson. Bob Hamilton intersperses current country music.
7 8	TIME & TUNE PARADE Danny Williams	Pop.- Stand.	Bob Flournoy, Station news director. Danny Williams, Oklahoma's best known personality. Controversial and humorous.
9 10	TERRY MCGREW show	Pop.- Stand	Terry McGrew - A consistent personality. 7 years in the market. Young bachelor.
11 N 1 2	DON WALLACE SHOW	Pop.- Stand.	Don Wallace has been in this time slot 5 years. Don does an outdoor TV show. Is a well-known sportsman and D.J.
3 4 5 6	RONNIE KAYE SHOW	Pop.- Stand.	Ronnie Kaye, in addition to being very funny & bright on radio, hosts a weekly TV dance show. His personal appearances draw SRO.
7 8 9 10 11 M	TONY RAVEN SHOW	Contemp.	Tony Raven, a Vietnam veteran takes phone requests, school gossip, and salutes "teens". The latest hits tabulated by requests.
OVERALL TYPE		Pop.-Standard	

Five min. news on the hr. Bannerlines on the half-hr.  
15 min. coverage at 7 am & 5 pm. 5 full-time newsmen;  
6 part-time (TV) newsmen. Mobile coverage. Marti & Two way. Telephone talk 10 - 12 Mid. Sunday  
2 Full-time meteorologists  
Oklahoma University Football broadcasts  
WKY Radio dominates the Oklahoma radio market, which it serves, with a successful combination of best-selling records and strong personalities. On the air 24 hrs. a day, WKY presents carefully produced shows that contain tasteful music geared to the time of day,

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you **ESTIMATE** the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KBOH	6	14. 6-9a	11. 9-4p	14. 4-7p	7. 7-12m		80%	50%	-2.25	-2.75
	12	13.25	10.25	13.25						
	24	12.75	9.75	12.75						
KFAB	6	40. 6-10a	33. 10-12n	40. 3:30-7p	20. 7-12m	12-6a	See Card	50%	10%	20%
	12	38.	32. 1-3:30p	38.	19.	On request				
	18	36.	30.	36.	18.					
	24	33.	29.	33.	16.50					
	30	30.	27.	30.	15.					
KOIL	12	27. 6-9a	25. 9-4p	27. 4-7p	25. 7-11p	12. 11-6a				
	18	26.	24.	26.	24.	11.50				
	24	25.	23.	25.	23.	11.				
	36	24.	22.	24.	22.	10.50				
KOOO	6	14. 6-9a	11. ROS	14. 4-6p			80%	50%	15%	25%
	12	12.75	10.	12.75						
	18	11.75	9.	11.75						
	24	10.75	8.25	10.75						
	30	9.75	7.50	9.75						
KOZN	6	13. 7-9a	11. 9-12n	13. 4-6p	11. Other		See Card			
	12	12. 12-1p	10. 1-4p	12.	10.					
	18	11.	9.	11.	9.					
	24	10.	8.	10.	8.					
	36	9.	7.	9.	7.					
KRCB	6	8. 6-9a	7.25 9-4p	8. 4-7p	7.25 7-Off		80%	50%	4%	6%
	12	7.25	6.50	7.25	6.50					
	24	6.50	6.	6.50	6.					
	36	6.	5.50	6.	5.50					
	48	5.50	5.	5.50	5.					
WOW	6	34. 6-9a	26. 9-12n	34. 4-7p	18. 7-11p	11-5a	80%	50%		8%
	12	32. 12-1p	24. 1-4p	32.	17. 5-6a					
	18	30.	23.	30.	16.	50% of daytime				
	24	28.	22.	28.	14.					
	30	26.	21.	26.	13.					

ABC Affil.  
1490 kc  
1,000 w day  
250 w night

Omaha, Nebraska  
**KBON**

NBC Affil.  
1110 kc  
50,000 w

-343-

Omaha, Neb.  
**KFAB**

Pro Times Sales

RAB

Edward Petry

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	SWINGSHIFT Rich Ray	Pop. Stand.	Special events covered as news breaks. (From Midnite
6	AM NEWS SHOW Don Gard Bill Martin ABC	Talk-News	After hearing this show, listener has had all the news. Easily the most complete news in the Omaha market.
9	BREAKFAST CLUB Don McNeill	Variety	Who'll be the first to leave the airways - Don McNeill or the DC-3?
10	HOMEMAKERS PARTY Lyle DeMoss	Talk-Tel. Part.	Starring Lyle DeMoss and the Sisters of the Saucepan - Omaha housewives who phone to chat & exchange recipes. Guests.
N	NOON NEWS SHOW	Talk-News	News-sports-commentary. Weather & features-Hooker, Brasel; Harvey; ABC Network
1	TRADIO Don Gard	Talk-Serv.	*Unclassified ads to buy, sell, or swap. Tatooed lampshade to a whalebone.
2	ASK THE NEWSMAKER Bryce Brasel	Talk-Tel. Part.	*Everybody's a newsman, questioning people prominent in the day's news.
3	ASK THE EXPERT Don Gard	Talk-Tel. Part.	*Doctor, professor, or safecracker - only experts on this show. Questions.
4	PM NEWS SHOW LOCAL & ABC	Talk-News	*Nobody can commentate like Paul Harvey, Alex Dreier, Tom Harmon, Edward P. Morgan or Chris Schenkel, to drop a name or two.
5			
6	SPORTSLINE	Talk-Tel. Part.	Tom Johnson and guests
7	NIGHTLINE-PART 1 Tom Johnson	Talk-Tel. Part.	Also known as 1490 Donnybrook Lane, where the hoity toity and the hoi polloi can argue with us or with each other, courtesy the Bell System.
8			
9	9 O'CLOCK NEWS	News	Ed Welch; ABC; Tom Johnson
10	MID NIGHTLINE PART 11 Ed Welch	Talk-Tel. Part.	Another stroll down Donnybrook Lane..this time with Ed Welch as the guide.. as the night people seek forum.
11			
M	SWINGSHIFT Ed Welch (to 6 a.m.)	Pop. Stand.	Staying up with night people. Special events covered as news breaks.
OVERALL TYPE		Talk-Tel. Part.	

\*UPDATE starts at five minutes to the hour, goes to 20 minutes after hour, news 7 features. Five minutes news every half-hour. Items of general and news interest interspersed throughout music shows. KBON people know what's going on! Carefully controlled M.O.R music. Album, pop singles, excluding R'nR or Top 40. GET TOGETHER RADIO-THE ONLY THING ON THE DIAL THAT'S DIFFERENT. FOREGROUND RADIO. KBON listeners pay attention and participate in the programs-with questions, statements, and criticism and praise-but above all they participate. They talk to experts in countless fields.

AM	PROGRAM	TYPE	COMMENTS
5	MORNING WATCH Fred Lark-Walt Kavanagh-Ken Headrick	Pop. Std. Service	Markets - farm features-livestock receipts - farm calendar - weather, etc.
6	MORNING WATCH Ken Headrick Hal Rodgers	Pop.-Stand.	Tuneful music, news, time, temp., weather plus entertaining & informative features. The show in its entirety is tops-won the Omaha Radio-TV Council Award for "Best" in the popular music category many years in a row. Editorial Voice-with KFAB speaking out on important issues of the day was winner of the Council's award many years running also. This concise and hard-hitting feature runs about 2 mins. aired several times during the MORNING WATCH.
9	FARM PROGRAM NOON EDITION	Talk-Serv.	Interviews with farm specialists, VIP's, etc. Frequently from fairs, etc.
1	THE 'PM' SHOW Roy Dahmer Hal Rodgers	Pop.-Stand.	Music, time, weather, special features. A contest for homemakers -easy-to-play fun game with prizes. Contest changes from time to time, thus sustaining high listener-interest. Other features: "Point of Law", "Emphasis", "Today in Washington", "Stock Market", etc. Music on the show is that special brand..that KFAB Quality Sound.
2			
3			
4			
5	NEWS	News	KFAB Hotline News-NBC
6	KFAB MONITOR Roy Dahmer Joe Kennedy Ken Headrick Walt Kavanagh Doris Knudsen Fred Lark	Pop. Stand. Talk-News Serv. Info.	KFAB music with varied features plus timely interviews on a wide range of subjects. Show includes the following regulars: Doctor's House Call-Point of Law-NBC Emphasis-KFAB Sports Reports & Features-Chet Huntley-NBC News on the hr.-KFAB News before the hour-Joe Garagiola Sports-KFAB Swap Shop-KFAB Monitor Tips (Fashions, Food, Decorating, Easy Living)-Reflections, a look back on happenings & music. Public Opinion on Various Issues-Timely interviews on everything.
7			
8			
9			
10			
11			
M	SERENADE IN THE NIGHT (till 5AM)	Pop.-Stand.	
OVERALL TYPE		Pop. Stand.-Talk	

NBC News on the hour  
9:30-10pm local news and NBC News of the World  
50,000 watts of powerful programming that offers Omaha Radio's biggest award winning news department... special features with wide appeal..editorials for many years...recognizable music in good taste.



Indep.  
1290 kc  
5,000 w

-344-

Omaha, Nebraska

**KOIL**

MBS Affil.  
1420 kc  
1000 w

Omaha, Neb.

**KOOO**

H-R Star Station NAB RAB

Vic Piano Associates

AM	PROGRAM	TYPE	COMMENTS
5	MIKE O'BRIEN	Contemp.	A communicative type personality.
6	ROBER W. MORGAN	Contemp.	A man with "sell in his voice" Roger moved to mornings from the afternoon drive show, after setting rating records. Heavy emphasis on 20/20 news, Operation Air watch, Roger's telephone call put ons make KOIL a.m.'s first choice of many.
7			
8			
9	BOBBY NOONAN	Contemp.	Bobby's warm and friendly approach give him a magnetic attraction seldom experienced but always sought by broadcasters.
10	DEANE JOHNSON	Contemp.	Bright, and on top of everything best describes the Deane Johnson Show. A continuing heavy emphasis on Total Information News makes continuous listening to KOIL a must in the midlands.
11			
N			
1	GARY ROBERTS	Contemp.	Smooth and Fresh. Heavy emphasis on Operation Air-Watch, along with total Traffic information make afternoon drive time on KOIL a must. No wonder KOIL has been the leader for more than a decade.
2	THE JUDGE	Contemp.	The Judge runs away from the competition with almost as many adults as all other stations combined...not to mention teens. His popularity at personal appearances is something to behold. When the crowd begins chanting, "Here Come De Judge", you know the Judge is on the scene.
3			
4			
5	RICK MORTON	Contemp.	Wide awake and fresh along with a fully staffed NEWSROOM.

AM	PROGRAM	TYPE	COMMENTS
5			
6	LITTLE HERBIE SHOW	C & W	
7			
8			
9	FRANK LEE SHOW	C & W	
10			
11			
N	NEWS & LIFELINE	N-Ed.	
1	JOE REA SHOW	C & W	
2			
3			
4	DON DENVER SHOW	C & W	
5			
6			
7			
8			
9			
10			
11			
M			

OVERALL TYPE Contemporary

OVERALL TYPE Country & Western

6am-9am - News & Sports at :20 after the hour.  
6am-9am - News at :20 before the hour.  
4pm - 6pm - News & Sports at :20 after the hour.  
4pm - 6pm - News & Stocks at :20 before the hour.  
12M-6am - Sports at :20 after each hour.  
9am-4pm, 6pm-12M-Bannerlines at :29 after the hour, news at :55.  
A 24 hour station that originates fresh news 24 hours a day.

News on the half hour- Mutual Network  
Local news on the hour

Indep.  
660 kc  
1,000 w

Omaha, Neb.  
**KOZN**

Alan Torbet Assocs. Starr Group

Indep.  
1560 kc  
1,000 w

-345- Co. Bluffs, (Omaha) Iowa

**KRCB**

Gill-Perna

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	MORNING SHOW-CASE	Pop. Stand.	Mike Bradley is an 11 year Omaha radio veteran. Five years at KOWH. 7:00-7:15 Major News Bloc
7	Mike Bradley		
8			
9	CAROSEL	Pop. Stend.	Program Director Dunbar, ten year veteran, three in Omaha.
10	Larry Dunbar		10:30-10:35 News
11			
N	CAROSEL	Pop. Stand.	Direct/Live Omaha Markets 12:00-12:15
1	Mike Bradley		
2	AFTERNOON SHOWCASE	Pop. Stand.	Joe Martin is a household name in midwest region for more than 15 years.
3	Joe Martin		3:30 - 3:35 News
4			
5	AFTERNOON SHOWCASE	Pop. Stand.	Dave is a fresh, new talent to the Omaha scene.
6	Dave Rouzee		
7			
8			6 AM to local sunset.
9			
10			
11			
M			

OVERALL TYPE Popular-Standard

News (5-7 min) on the half-hour Nebraska Football with Joe Patrick and Tom Headrick. Adult personalities combined with the top instrumentals of the music of today is combined with current "pops" to give the KOWH a bright, listenable sound.

AM	PROGRAM	TYPE	COMMENTS
5			
6	GOOD MORNING SHOW	Varied	Format provides musical nostalgia for listeners of all ages. Spanning the early 20's thru the 60's. All popular songs including some top 40 variety. News at 53 and 25 past the hour. Million sellers of 20's thru 60's.
7			
8			
9			
10	MID DAY MATINEE	Varied Talk	Features nostalgic music. Newscast on the hour and at :28 past the hour. Special features include "Notes from Nancy" at 10:00, womens medical news at 10:30, Life Line at 12:15, Agri-Business program at 12:30.
11			
N			
1			
2			
3	DRIVING & LISTENING SHOW	Varied	Featuring nostalgic music, bright and happy sound. News at :55 and :28 past the hour.
4			
5			6 am to local sunset
6			
7			
8			
9			
10			
11			
M			

OVERALL TYPE Rock Oldies

News and sports at :53 and :25 during morning and afternoon drive time. News at :55 and news and sports at :28 during housewife time. Three fifteen-minute newscasts at 7:45, 11:45 and 4:45. Emphasis on local news. Editorial comments by Station Manager 5 times daily. Weather at 20 and 40. Iowa U. Football, Nebraska thoroughbred racing. Big Joe Polka Show Sundays from 9 to 1. Special Spin broadcast every hour on the half hour, featuring great music from the past, no limit on year recorded.

CBS Affil.  
590 kc  
5,000 w

-346-

Omaha, Nebraska

**WOW**

Katz Meredith Station NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	RISE AND SHINE	Contemp. Pop.	Dave Dale-music & farm fare
6	DALE MUNSON SHOW	Contemp Pop.	Combines bright "wake-up" music with farm features. Weather, markets, news event events. 7-7:30 Morning News Roundup, featuring newscaster Gene Piatt and CBS News plus Arnold Peterson and Gary Kerr and local, regional and world news.
7			
8			
9	GARY MARX SHOW	Contemp. Pop.	Features bright WOW music. News on the hour. Big-named CBS personalities. Marx is a young emcee with verve and appeal to young. He's active in church and civic projects. Martha Bohleen - 9:30-9:35. Ralph Story; Dear Abby; Dimension-Health.
10			
11			
N	WOW NOON NEWS	News	World-Omaha-Midwest News-
	DALE MUNSON SHOW	Contemp.	Bright, bouncy emcee
1	ARTHUR GODFREY SHOW	Variety	Talks to important quests. Music and CBS Dimensions.
2	GARY MARX SHOW	Contemp. Pop.	Music and CBS Dimensions.
3			
4	JIM WISE SHOW	Contemp. Pop.	4:10 - Mike Wallace.
5	TRAFFIC HOUR NEWS Tom Murray	Talk News	Local & CBS News; Market Finale; Sports; 5:45 Lowell Thomas; 5:55 Walter Cronkite
6	EVENING TIME ON 59	Contemp. Pop.	6:30 Sportstime 6:55 Alexander Kendrick 7:00 World Tonight 7:15 Worldwide Sports 7:30 Reasoner Report
7			
8			
9			
10	BIG TEN NEWS	News	Features Sportscaster Russ Baldwin
11	NIGHTTIME ON 59 Dave Dale	Contemp. Pop.	
M	HOLIDAY INN NIGHTTIME	Contemp. Pop.	Hourly news and weather with Dave Dale. (to 5am)
OVERALL TYPE		Contemporary Middle of Road	

WOW and CBS News on the hour.  
News - over 40 years of reputation for foremost news and information service.  
Music - lively, appealing middle of the road and contemporary.  
Sound - a bright, young sound for all listeners.

# ORLANDO

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WAER	12	12. 6-10a	11. 10-3p	12. 3-7p	7. 7-----6a		75%	50%		
	18	11.	10.	11.	6.					
	24	10.	9.	10.	5.					
	30	9.	8.	9.	4.					
WDBO	6	20. 6-10	15. 10-3:30p	17. 3:30-7p	9. 7-10p	6. 10-6a	80%	60%		8%
	12	19.	14.	16.	8.75					
	18	18.	13.	15.	8.50					
	24	17.	12.	14.	8.25					
	30	16.	11.	13.	8.					
WHYY	6	14. 6-9a	13. 9-4p	14. 4-7p	13. Other		-\$1	50%		
	12	13.	12.	13.	12.					
	18	12.	11.	12.	11.					
	24	11.	10.	11.	10.					
WBOO	6	13. 6-9a	11. 9-4p	13. 4-7p	11. Other		75%	50%		
	12	12.	10.	12.	10.					
	18	11.	9.	11.	9.					
	24	10.50	8.50	10.50	8.50					
	30	10.	8.	10.	8.					
WKIS	6	13. 6:30-9a	11. 9-4p	13. 4-7p	11. 7-----1a		75%	50%		
	12	12.	10.	12.	10.	4:45-6:30a				
	18	11.	9.	11.	9.					
	24	10.	8.	10.	8.					
	30	9.	7.	9.	7.					
WLOP	6	15. 6-9a	13. 9-4p	15. 4-7p	13. 7-----6am		80%	50%	5%	10%
	12	14.	12.	14.	12.					
	18	13.	11.	13.	11.					
	24	12.	10.	12.	10.					
WOKB	10	6. 6:30-9a	5. 9-4p	6. 4-6:30p			75%	50%	-.75	-\$1
	15	5.75	4.75	5.75						
	20	5.50	4.50	5.50						
	25	5.25	4.25	5.25						
	30	5.	4.	5.						

Indep.  
1440 kc  
5,000 w day  
1,000 w.night

-348-

Orlando, Florida  
**WABR**

CBS Affil.  
580 kc  
5,000 w

Orlando, Florida  
**WDBO**

Stone Norfolk Bdcstg. Corp.

Blair Outlet Co.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	GRAND OLE OPRY	C & W	
6	ART & ANDY SHOW	C & W	
7			
8			
9	PETE LAZAR	C & W	
10			
11			
N	GRAND OLE OPRY	C & W	WSM - Nashville
1	DAVE ALLEN	C & W	
2			
3			
4			
5			
6	JERRY WRIGHT	C & W	
7	GRAND OLE OPRY	C & W	WSM - Nashville
8	JERRY WRIGHT	C & W	
9			
10			
11			
M	ED TIERNEY	C & W	

AM	PROGRAM	TYPE	COMMENTS
5	NIGHTWATCH Dick Ravenhill (from midnight)	Pop. Stand.	All night show sparked with show tunes and excerpts from comedy albums.
6	THE MORNING SHOW Bill Taylor	Pop. Stand.	Bill Taylor's free and easy style and sense of humor have made him a daily favorite to thousands of Central Floridians. His career dates back to 1948 in his home state of North Carolina where he also worked at Channel 12 in Winston-Salem. Bill has been the WDBO guiding light for The Morning Show for the past 6 yrs.
7			
8			
9			
10	ARTHUR GODFREY SHOW	Variety	
11	YOURS SINCERELY	Talk-Int.Disc	An interesting and entertaining talk-interview show
N	BILL BERRY SHOW	Pop. Stand.	An old timer in this business. On WDBO for over 16yrs
1	LET'S TALK IT OVER-Bill Berry & Allen Actor	Talk-Tel.Part	A myriad of subjects both timely and topical, are discussed with Orlando aud.
2	BILL STAMPER SHOW	Pop. Stand.	Bill's style is "Madhouse". He is the master of dozens of voices which he constantly introduces into the show. ...top flight imitations of Alfred Hitchcock, Count Dracula and others to which he assigns farcical names. Beatnick J. Goof is his beatnick friend; Alfie Hiccup often does the weather forecast. It all makes for a great afternoon.
3			
4			
5			
6	NEWS BLOCK	Talk-News	CBS News - Sports News - Life Line - Lowell Thomas - Evening Report - Worldwide Sports.
7	BACK TO THE BIBLE	Relig.	
8	NIGHT WATCH Al Simpson	Pop. Stand.	CBS News 8-8:10, 9-9:10, 10-10:05. State & local news 8:10-15, 8:55-9, 9:55-10. Reasoner Report (CBS) 8:30-35. World at Eleven 11-11:15. Life Line 8:15-8:30.
9			
10			
11			
M	NIGHT WATCH Dick Ravenhill	Pop. Stand.	Ken came to WDBO in 1961. Show tunes, excerpts from comedy albums, fine taste.

OVERALL TYPE Country & Western

OVERALL TYPE Popular-standard

News on the hour. Weathercast at quarter-past. Sports-bill at quarter till.

100% Country & Western programming.

5:50-6am Farm & Grove Report. News on the hour. CBS Dimension. WDBO Radio maintains the only NEWS ONLY radio news staff in Orlando-Orange Country. Bob Arel heads up the team assisted by Joe Myron, Jerry Hodack, Fred Bishop plus entire TV news staff. Stringers in state capitol and Washington. WDBO's Total Sound concept creates a continuity between music programs, talk shows and network feeds (CBS), WDBO begins with the careful selection of 100 top albums & an equal number of "good" 45's from which the hard core of every music show is formed. Good taste, good performers, good news and friendliest sound ever heard.



Indep.  
1270 kc  
5,000 w

Orlando, Florida

**WHIY**

ABC Affil.  
990 kc  
50,000w day  
5,000w night

-349-

Orlando, Florida

**WHOO**

Adsm Young-VTM

NAB

Robert Eastman

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	GALE BROOKS SHOW	C & W	Gale has specialized in production work in Dade City, Leesburgh, Eustis and now WHIY. He writes, produces and presents his two record shows daily.
7			
8	TOM DOYLE SHOW	C & W	Begsn in 1951 in Orlando. 15 yrs. continuous radio experience and working know- ledge of vsrious formats. Regarded as one of Florida's finest top men.
9			
10	BOB ANDREWS SHOW	C & W	Bob is a native of Florida and his career, which began in 1948, has been in Florida markets.
11			
N	GALE BROOKS SHOW	C & W	
1			
2	ANDY WILSON SHOW	C & W	Started in 1947. With all country radio WLAC, Nash- ville '49-54. Was past MC for Grand Ole Opry. Started at 9 yrs. old as country music composer.
3			
4	HAPPY ISON SHOW	C & W	Active in radio since 1942. He has had a great deal of experience in acting for TV and radio. Did Monitor shows for NBC when he was at WKIS, where he was also Program Director.
5			
6			
7			Sign-off at sunset
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

AM	PROGRAM	TYPE	COMMENTS
5	MARTY STEBBINS SHOW (from midnight)	Contemp. Pop.	Marty comes from the Tampa ares and is a great all- night entertainer.
6	BOB BAKER	Contemp. Pop.	Formerly Program Director at WKIX, Raleigh, N.C., WPLO Atlants and WPDQ in Jacksonville, Bob has 13 years as a pro. Huge rating pull.
7			
8			
9	RON FRAZIER	Contemp. Pop.	Formerly with WNOE in New Orleans, and WABB in Mont- gomery, Alabama. Ron brings his professional background to the Orlando ares house- wives every morning. This guy has a way with women.
10			
11			
N	PETER PORTER	Contemp. Pop.	Peter was a Program Director in Erie, Pa. for several yrs and came to us from WHLO in Akron, Ohio. Pete was the first to establish strong ratings in his time period in Akron and does the same thing for WHOO.
1			
2			
3	JOHNNY WALKER	Contemp. Pop.	Johnny is a big rting puller in TV & radio. #1 in Huntington W.Vs., W. Palm Beach, Fls., and now in Orlando. He has the sblility to be hip with the teens, but also commands respect and listeners in the adult world.
4			
5			
6	BILLY LOVE	Contemp. Pop.	A 6 ft. 8 inch giant that weighs in at 365 lbs. This guy is a radio wizard. Ratings flock to him and his show is always moving. Teens galore and adults.
7			
8			
9			
10			
11			
M	MARTY STEBBINS SHOW (till 6am)	Contemp. Pop.	A native Floridian who loves to stay up all night. A great all-night talent.

OVERALL TYPE Contemporary-popular

ABC News at :20. Local news at :40. Sports shorts and weather continuously thrown in throughout the hour. Station maintains excellent local news dept. with a fleet of cruisers on the streets at all times. Two-way radio allows broadcast direct from the scene of any story. This is the only station in the market so equipped. Music-contemporary, nat'l & local sales charts (leaning toward local). Pace carefully controlled-tight production

NBC Affil.  
740 kc  
5,000 w day  
1,000 w night

-350-

Orlando, Florida

**WKIS**

Indep.  
950 kc  
5,000 w

Orlando, Florida

**WLOF**

Raymer

NAB RAB

McGavren-Guild-PGW

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM SHOW	Talk-Serv.	
6	RUSS WHEELER	Pop.-Stand.	WKIS secured Russ from WIOD in Miami. Excellent selection of music. Lots of good quick paced humor. An exceptionally strong morning personality who has secured top ratings in every market he's worked. 7:30 Orlando's only complete local morning news round-up. 7:55 Earl Nightingale's "Our Changing World".
7			
8			
9			
10	WOMAN'S WORLD Doris Ashwell	Talk-Serv.	WKIS Woman's Editor. Well known and well liked.
11	JOE FRANCIS SHOW	Pop.-Stand.	Joe is program director at WKIS and has an excellent taste in music.
N			
1	JOE PYNE SHOW	Talk-Int. Disc.	Joe does battle with his guests and, needless to say, is the talk of town.
2	CONTACT Tony Gerard	Talk-Tel. Part.	Well-informed, not afraid to speak his mind - excellent sounding board.
3	GLENN SMITH SHOW	Pop.-Stand.	Glenn is the veteran anchorman at WKIS with a large local following.
4	RUSS WHEELER SHOW	Pop. Stand.	Russ returns to the airways in afternoon drive time to re-cheer those coming home from work.
5			
6	EVENING NEWS ROUND-UP	Talk	World News, Earl Nightingale, local news.
7	TONY GERARD SHOW	Pop.-Stand.	Tony hosts two hours of light and lively popular music for the early evening hours.
8			
9	JOE PYNE SHOW	Talk-Int. Disc.	Joe battles with his guests and is the talk of the town.
10	VIEWPOINT	Talk-Int. Disc. Tel. Part.	Late night version of earlier "Contact" show with many prominent personalities as guests. Top rated night-time show.
11			
M			

OVERALL TYPE Popular - Standard - Talk

Florida State football; Gator Bowl; Rose Bowl; Orange Bowl.  
7:30 am NBC World News Roundup; News at :55 every hour - Local news coverage by three full-time newsmen.  
12:15, 4:30, 6:30 pm Bo Mitchell's "World of Sports".  
8:30 pm NBC News Roundup - Huntley & Brinkley  
Pick of Dixie football - Indianapolis Speedway - World Series - All Star Game - Local High School football.  
"The TALK of Mid-Florida"

AM	PROGRAM	TYPE	COMMENTS
5			
6	PAT O'DAY SHOW	Contemp. Pop.	The funniest man in Orlando radio with humor that appeals to all ages. Wake up music & frequent time checks, weather, brief news items and sports. Contests of special interest to men are run daily. Pat has become a member of many families in the two years he has been with WLOF.
7			
8			
9			
10	PETE PORTER SHOW	Contemp. Pop.	Many years on the air have given Pete a smoothness & polish that appeals not only to a younger audience but also the housewife crowd. Pete has several daily features in his show which are aimed at the latter, including the Second Honeymoon Game on which the ladies have a chance to win a trip for two to the Bahamas.
11			
N			
1			
2	BILL VERMILLION SHOW	Contemp. Pop.	Bill, now in his 5th yr. at WLOF is well spoken on almost any subject. Bill has had the highest ratings of any show ever appearing on WLOF. In addition to his air show, Bill also functions as Music Director and has gained national recognition for WLOF in the field of popular music.
3			
4			
5			
6	JOHNNY SUTTON SHOW	Contemp. Pop.	Johnny has returned to WLOF after 2 yr hitch in the Army and certainly has not lost his touch. He is one of the most creative, imaginative and down-right "nutty" air men ever to assault the Orlando area. His interest in music keeps him in touch with "what's happening" and Johnny's ratings have shown an increase that puts him at four times that of his format competition.
7			
8			
9			
10			
11			
M			

OVERALL TYPE Contemp.-Pop

Newscast hourly. Weather, news briefs and local items every hour.  
WLOF is promotion-minded..averaging two or three public appearances weekly. Audience participation contests are as much a part of the format as is the music.  
There are usually at least 3 contests being run at any given time. Contests are planned to interest different ages.

Indep.  
1,600 kc  
5,000 w

-351-

Winter Garden, Fla.  
(Orlando)

**WOKB**

Greener, Hiken, Sears

RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	TIGER IN THE MORNING	R & B	When Jay rocks his "Tiger in the Morning" show, the telephones ring so often with requests, it's difficult for the station to keep up with anything elae. Mr. Jay ia a housewife and teenage favorite. He sells and that's the name of the game.
7	Jay Robinson		
8			
9			
10	GOSPEL TIME Brother Marvin Zanders	Gospel	Brother Marvin is a native of Central Fla. where his deep religious background is known to be genuine.
11			
N	TIGER AT NOON-TIME	R & B	
1	GOSPEL TIME Brother Marvin Zanders	Gospel	
2			
3	TIGER IN THE AFTERNOON	R & B	The newest addition to the WOKB staff is "Little Daddy" Grace. After 14 years in radio, plus six years traveling with a gospel singing group that once accompanied Mahelia Jackson at Carnegie Hall, this native Floridian has moved to the fast-growing Orlando area and instant popularity.
4	Melvin "Little Daddy Grace"		
5			
6			
7			6 AM to local sunset.
8			
9			
10			
11			
M			
OVERALL TYPE		Gosepl and R & B	

5 min. News on the half hour.

"Florida's most outstanding Negro Radio Station".

"Tiger Radio"

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# OXNARD-VENTURA

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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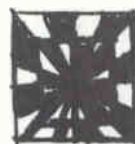
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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KAGY	6	9. 6-9a	9-4p	9. 4-7p	7	6a	See Card		7½%	10%
	11	8.	7.	8.	7.					
	16	7.	6.50	7.	6.50					
	21		5.50		5.50					
KUDU	20	6.75 6-9a	3.75 9-3p	6.75 3-6p	7-12m	See Card				
	40	6.50	3.50 6-7p	6.50	75% of daytime					
	60	6.25	3.25	6.25						
	100	6.	3.	6.						
KVEN	1-9	9.30 6-9a	7.50 9:30-	9.30 4-7p	5.80 9-12m	See Card				
	10	8.70	7. 3:30p	8.70	5.40					
	15	8.10	6.50 7-9p	8.10	5.					
	20	7.50	6.	7.50	4.50					

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149



Indep.  
1520 kc  
10,000 w day  
1,000 w night

-354-

Oxnard, Calif.  
**KACY**

Indep.  
1590 kc  
1,000 w

Ventura, Calif.  
(Oxnard)  
**KUDU**

McGavren-Guild, PGW

NAB

Grant Webb

NAB

AM	PROGRAM	TYPE	COMMENTS
5	"BARON" RON HERRON SHOW	Pop.-Stand.	Very funny guy, continuing humor all morning.
6			
7			
8			
9	BILL TANNER SHOW	Pop.-Stand.	Pleasant voice, housewife-pleaser, personality.
10			
11			
N	DAN OHSE SHOW	Pop.-Stand.	Fast-paced, tight, bright & exciting.
1			
2			
3			
4	DAVE CONLEY SHOW	Pop.-Stand.	Good traffic man, easy to listen to.
5			
6			
7			
8	GENE WEST SHOW	Pop.-Stand.	Young guy, Navy SeaBee during the day, ours at nite for younger crowd.
9			
10			
11			
M	GARY RAWN SHOW	Pop.-Stand.	All other stations locally sign off at midnight. Gary stays all night.
OVERALL TYPE		Pop.-Standard	

Continuing contests and promotion 24 hours a day

AM	PROGRAM	TYPE	COMMENTS
5	ASI ES MEXICO	Ethnic (Span.)	Jose Zermeno
6	PARADE OF HITS Bill Faber	Pop. Contemp	7:35-7:45 Today in Agriculture-Business, Al Tiffany, Sec. of the Ventura Farm Bureau.
7			
8			
9			5:35-5:45 PM Today in Agriculture-Business
10			
11			
N			8:30 Local Scene - Discussion program with local people.
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			
			KUDU capsule news on the hour and half-hour. The news is interspersed with featurettes - 2 minute segments - surf report, harbor, highway patrol, employment, auto club and sports news.
			Music selections can best be described as "adult pop" - each selection played is a hit of the present or past plus the Record of the Week and Album of the Day. With its tight format, KUDU plays more records per hour than any other local station. One commercial is allowed between records.
OVERALL TYPE		Pop.-Contemp.	

Mutual Affil.  
1450 kc  
1,000 w day  
250 w night

-355-

Ventura, Calif.

**KVEN**

Stone NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	JIM SHELDON SHOW	Pop.-Stand.	Sheldon is the strongest personality in the area. Plenty of humor, wild tracks, up-tempo adult appeal music.
7			
8			
9			
10	FRED HALL SHOW	Pop. Stand.	Fred Hall is a 20-year veteran heard nationally on many network features. A polished music show done by a fine performer.
11			
12	JIM SHELDON SHOW	Pop.	Jim returns for two pleasant hours. Has a faithful following. Many advertisers want "live" spots by Jim.
13			
14	TOM MILNER SHOW	Pop.-Stand.	Tom is a man of many voices and lots of humor. Strong music background aids presentation.
15			
16			
17	FRANK HAINES SHOW	Stand. Pop.	Frank Haines is a 12 year tradition of great adult-appeal music programming in Ventura County.
18			
19			
10	COUNTY LINE	Talk-Int. Disc.	This show is growing by leaps and bounds. Well-handled by Frank Haines, well-known and well-informed personality.
11			
M			
	OVERALL TYPE	Pop.-Stand.	

5 min. local news on the hour. 5 min. Mutual news at :30.  
Local News Dept. - 2 mobile units (only units in area)  
Exclusive county-wide weather observations - editorial-izea.  
College football and basketball.  
Strong personality station. Programmed to maximum number of adults. Purely adult - concentrating on bright sounding music with no rock and roll.  
Very solid in news and public affairs in Ventura County, California's fastest-growing county.

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WIRL	1-11	36. 6-10a	32. 10-3p	36. 3-7p	28. 7-12m		80%	50%	5%	10%
	12	34.	30.	34.	26. 5-6a					
	18	32.	28.	32.	24.					
	24	26.	24.	26.	20.					
WMBD	6	25. 6:30-10a	19. 10-12n	22. 3-7p	16. 7-		See Card			
	12	22.	16. 1-3p	19. 12-1p	14.					
	18	18.	14.	16. 5:30-	13.					
	24	15.	13.	14. 6:30a	12.					
WSIV	1	9. 6-----7p					80%	60%		
	5	8.								
	10	7.								
	15	6.								
20	5.									
WXCL	6	18. 6-9a	15. 9-3p	18. 3-7p	15.		See Card		15%	25%
	12	16.	13.	16.	13.					
	18	14.	11.	14.	11.					
	24	12.	9.	12.	9.					

Indep.  
1290 kc  
5,000 w

Peoria, Ill.  
**WIRL**

CBS Affil.  
1470 kc  
5,000 w

-357-

Peoria, Ill.  
**WMBD**

Robert Eastman

NAB

Edward Petry

NAB

AM	PROGRAM	TYPE	COMMENTS
5 - 6 - 7 - 8 - 9 - 10 - 11 - 12 - 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 - 11 - M -	ROBYN WEAVER SHOW	Pop.-Stand.	The WIRL Early Bird has been waking Peoria for 19 yrs. His format of standards and good pop music has been accepted by the area. His humorous approach to his so-called "Robyn's Rancid Recipes" has been one of the mainstays of his morning drive show.
	"V.L.J." SHOW	Pop.-Contemp.	Happy enthused style of entertainment is enjoyed by all. Information & music-- mostly pop, but changes of pace are often heard. Never tired sound.
	BOB LAMONT SHOW	Pop.-Contemp.	Bob's style is light, bright and happy. His use of more than a dozen character voices creates humorous introductions to commercials, and records-- all in a fun atmosphere.
	DAVE MACKAY SHOW	Pop.-Contemp.	Dave's smooth swinging approach to the afternoon drive is enjoyed by listeners of all ages. His music is designed to make work or play a fun experience. Contest activity is aimed at the young adult.
	BILL McCLUGAGE SHOW	Contemp.	Bill's ability to be a "swinger" on the air is evidenced each evening on WIRL. He plays the current pop music, moves the show at a moderate-fast pace and promotes various contests on the station.

OVERALL TYPE Pop.-contemporary

News on the hour and half-hour. Mobile reports from 7 mobile units. Fun and game contests from the "Good Guys" Audience participation contests are continually run. Each time segment (AM, Drive, mid-morning, early afternoon, PM Drive, and evening) is programmed individually/ Music-wise, what we do in the morning drive is vastly different than the PM Drive. Bradley basketball and football games, area H.S. football and Indianapolis 500 mile race.

AM	PROGRAM	TYPE	COMMENTS
5 - 6 - 7 - 8 - 9 - 10 - 11 - 12 - 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 - 11 - M -	TOWN & COUNTRY TIME - WEATHER ROUNDUP	Pop.-Stand.	Farmer Bill
	NEWS-FARM NEWS	Serv.	
	MILT N' BOB Milton Budd Bob Carlton	Pop.-Stand.	"Old Friendly" to Peoria fans, Bob is another of the "pros" for which WMBD is famous. A veteran of more than 25 yrs. of broadcasting, he brings his relaxed, sharp wit to WMBD's show each morning. Bob's partner is another Peoria broadcast fixture, Milton Budd.
	ARTHUR GODFREY TIME	Variety	
	MARTHA BOHLSSEN	Talk	Household hints, cooking.
	BOB CARLTON	Pop.-Std	
	NEWS-FARM NEWS	Serv.	
	FARMER BILL	Serv.	With WMBD since 1936
	TOPIC	Talk-Int. Disc.	
	BOB GREGORY SHOW		
	NEWS BLOCK	Talk-News	Lowell Thomas - Sports Time - World Local News - Financial Review - Dimension - World Tonight - World Wide Sports
	PUBLIC SERVICE	Talk	Mike Wallace-Wash. Week
	NIGHT BEAT Joe Andrews	Pop.-Stand.	
	YAWN PATROL	Pop.-Stand.	

OVERALL TYPE Popular-Standard

CBS & local News on the hour  
CBS Dimensions  
Basketball: Bradley Braves, Mid-State "8"; H.S. State Tournament; Football: Univ. of Illinois, Bradley Braves, Mid-State "8"; St. Louis Cardinal Baseball; Golf Reports; All Summer Bowling Reports - All Winter Golf Tournaments; WMBD's news team is the largest in Illinois (Outside of Chicago)--12 men featuring 222 news programs weekly.

Indep.  
1140 kc  
5,000 w

-358-

(Peoria) Pekin, Ill.

**WSIV**

NBC Affil.  
1350 kc  
1,000 w

Peoria, Illinois

**WXCL**

Meeker

Adam Young

AM	PROGRAM	TYPE	COMMENTS
5			
6	BOB JACOBS	Pop.-Stand.	Personality, up-tempo, news & sports.
7			Simulcast with FM until 9.
8			
9	MORNING CHAPEL	Relig.	Local minister.
	MUSIC WITH MR. A	Pop.-Stand.	Easy listening personality
10	SWAP SHOP	Service	Buy, sell, trade by letter.
	MASON COUNTY REVIEW	Talk-News	News from counties with no station.
	MUSIC- MR. A	Pop.Std.	Easy listening personality
N	NEWS, WEATHER FARM REVIEW	Talk News Serv.	15 min. news round-up. Market reports, extension advisers.
1	CHAPEL OF AIR ANNIVERSARY WALTZ JEWELTONES	Relig. Serv. Stand.	Honor anniversaries.
2	MUSIC WITH MR. A	Pop.-Stand.	Personality, soft sounds for afternoon.
3			
4	SPORTS	Talk	Local and national sports
	MUSIC WITH MR. A	Pop.-Stand.	More up-tempo for drive time show.
6			
7			6am to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		Pop.-standard	

AM	PROGRAM	TYPE	COMMENTS
5	MARTY ROBERTS SHOW	C & W	Well known radio personality, entertainer and recording artist. Expert in comfortable C&W sound. Easy, early morning personality. Jack Canterberry, WXCL Farm Director, reports direct from Peoria Stockyards (NAFB) at 5:32 and 6:30.
6			
7			
8			
9	JACK WILEY SHOW	C & W	Personality, up-tempo Modern C&W sounds. 9:30 report by Jack Canterberry direct from Peoria Stockyards - market quotations.
10			
11			
N	JACK RENO SHOW	C & W	Personality, elected to Movie Mirror Hall of Fame as the Year's Outstanding DJ. Nationally known recording artist, entertainer and TV personality. Jack Canterberry with a Farm Report at 12:30.
1			
2			
3	LEE RANSON SHOW	C & W	More Top 50 for the afternoon drive-time.
4			
5			
6	WORLD TOMORROW	Talk	Garner Ted Armstrong
7	DALE EICHOR SHOW	C & W	Easy listening - friendly personality.
8			
9	JIM BEEDLE SHOW	C & W	Up-tempo, fast, modern C&W
10			
11			
M	DAVE DeWITT	C & W	Only "live" announcer on air from midnight until 5am.
OVERALL TYPE		Modern Country & western	

News at :55  
Mobile news car and walkie talkie.

NBC News on the hour, local "Eye-Witness" news and weather on the half-hour. Associated Press and ESSA High-Speed Weather Wires are used. WXCL is the only "live" 24 hour station.



# PHILADELPHIA

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.				
KTV	6	75.	6-10a	34.	10-3p	56.	3-7p	23.	7-12m	80%	60%	10%	15%	
	12	70.		28.		52.		21.						
	18	65.		25.		47.		19.						
	24			23.		44.		17.						
	36			20.		41.		16.						
WCAU	6	100.	6-10a	61.	10-4p	80.	4-8p	38.	8-12m	80%	50%		10%	
	12	90.		57.		75.		36.						
	18			53.		70.		34.						
	24			49.				32.						
	36			45.				30.						
WGOJ *	13	13.75	6:30-9:30a	11.75	9:30-4p	13.75	4-6p	11.75	Other					
	26	13.50		11.50		13.50		11.50						
	52	12.		10.50		12.		10.50						
	104	9.25		8.		9.25		8.						
	156	8.50		7.50		8.50		7.50						
	260	8.		7.		8.		7.						
	312	7.25		6.25		7.25		6.25						
500	6.50		5.50		6.50		5.50							
1000	6.		5.25		6.		5.25							
WDAS	10	29.	6-10a	24.	10-4p	29.	4-7p	19.	8-1a	1-5a On Request	75%	75%	Drive	Drive
	15	28.		23.	7-8p	28.		18.	5-6a				-\$4	-\$6
	18	27.		22.		27.		17.					Day	Day
	24	26.		21.		26.		16.					-\$2	-\$4
	30	25.		20.		25.		15.					Eve.	Eve.
	36	24.		19.		24.		14.					-\$2	-\$3
	42	23.		18.		23.		13.						
	48	22.		17.		22.		12.						
WEEZ	6	18.	6-10a	12.	10-4p	18.	4-7p	8.	7-----6a	80%	50%		10%	
	12	15.		10.		15.		7.						
	18	13.		9.		13.		6.						
	24	12.		8.		12.		5.						
WFIL	6	98.	6-10a	45.	10-4p	77.	4-8p	31.	10-1a	1-5a 50% of Evening Rates	See Card	50%	10%	
	12	84.		42.	8-10p	66.		29.	5-6a					
	18	77.		39.		61.		28.						
WFLH	5	30.	6:30-9a	25.	9-4p	30.	4-10p	25.	Other	80%	See Card	5%	10%	
	10	25.		20.		25.		20.						
	15	23.		17.		23.		17.						
	20	21.		16.		21.		16.						
WHAT	6	28.	6-10a	23.	10-4p	28.	4-7p	17.	7-12m	12-5a 50% of Evening Rates	70%	50%	10%	15%
	12	24.		22.		24.		16.	5-6a					
	18	22.		20.		22.		14.						
	24	20.		18.		20.		12.						
	36	18.		16.		18.		11.						
	48	16.		14.		16.		9.						
WIBG	6	90.	6-10a	60.	10-4p	90.	4-8p	51.	8-----6a	80%	50%		10%	
	12	85.		55.		85.		49.						
	18	80.		52.		80.		47.						
	24	75.		50.		75.		45.						
WIP	6		6-10a	74.	10-4p	90.	4-8p	37.	8-12m	18.50 12-5a 17.50 16.50 15.	80%	50%	10%	
	12	115.		70.		80.		35.						
	18			66.				33.						
	30			60.				30.						
WPHN	6	65.	6:30-10	42.	10-3p	60.	3-7p	28.	7-11p	80%	50%		10%	
	12	55.		35.	6-6:30a	50.		25.						
	18	50.		31.		45.		19.						
	24	46.		26.		42.		15.						
	36	42.		23.		36.		13.						
WRCP	10	15.50	6-----12m							80%	60%	5%	10%	
	20	11.55												
	30	10.90												
	50	9.90												
WTEL *	50	14.	All periods					9.	6.50					
	100	11.						6.50	5.					
	300	9.						5.50	4.50					

Indep.  
1060 kc  
50,000 w

-360-

Philadelphia, Pa.

**KYW**

CBS Affil.  
1210 kc  
50,000 w

Philadelphia, Pa.

**WCAU**

Radio Advertising Reps.

NAB RAB

CBS Radio Spot Sales

CBS Owned

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	ALL NEWS ALL THE TIME	News	KYW programs all news, all the time...24 hours a day. Within the framework of our news format we provide information services such as weather, traffic and stock market reports plus such seasonal features as ski reports, golf course, boating and fishing conditions. In addition, the station provides in-depth reports on community problems and needs, and editorializes daily.
6			
7			
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			36 man local news effort, including editors, writers, on-the-street reporters and air men are augmented by a Harrisburg News Bureau and Foreign Bureau bases in London.
6			
7			
8			
9			
10			
11			
M			
OVERALL TYPE		News	

All news -- all the time.

AM	PROGRAM	TYPE	COMMENTS
5	AL JULIUS	Talk-News Tel. Part.	Big Business today has expeditors, and now, at last, so does Radio! Al, a talk expert who expedites the flow of calls to WCAU and speeds them out over the air, at the same time blending morning service announcements-time, weather, news, 11 Traffic Alert reports, etc. The morning moves...& Al Julius makes it move.
6			
7			
8			
9			
10	ARTHUR GODFREY	Variety	
11	THE BRICKLINS	Talk-Tel.Part	Psychologists, discussing problems affecting families and individuals.
N	ED HARVEY	Talk-Tel. Part.	Program aimed at adults, with some emphasis on salesmen on the road in cars. "Harvey's Hucksters" formal group. Housewives get equal attention.
1			
2			
3	JACK MCKINNEY	Talk-Tel. Part.	Candid, rough, unpredictable show. McKinney is described as "most probing mind in talk radio". Recently switched from late night.
4			
5			
6			
7	CBS NEWS & SPORTS	Talk	
8	PHILLIES BASEBALL (in season)	Sports	Actual play-by-play of all Phillies home & away games. 76ers basketball & Flyers hockey in season. Philadelphia Eagles football on Sundays in season.
9			
10	SOL WEINSTEIN	Talk-Tel. Part.	Comedy touches within the WCAU format of 2-way Talk Radio. Weinstein, creator of Oy Oy 7 spoofs on the James Bond books and well-known comedy writer for many network artists, gives light touch to late hours.
11			
M	(till 2am)		
OVERALL TYPE		Talk-Telephone-participation	

Eagles football; 76ers basketball. CBS Network and local news. CBS Dimension. Flyers hockey. "Philadelphia's Most Talked About Station". Audience involvement via telephone with almost all programs. News on hour- update on half-hour.

Indep.  
1420 kc  
5,000 w

Coatesville, Pa.  
(Phila.)  
**WCOJ**

Indep.  
1480 kc  
5,000 w day  
1,000 w night

-361-

Philadelphia, Pa.  
**WDAS**

Direct

McGavren-Guild-PQW

AM	PROGRAM	TYPE	COMMENTS
5	FARM NEWS 5:15 C & W MUSIC	Talk-Serv C & W	Complete farm news, Weather.
6	MORNING WAKE-UP SHOW Art Douglas	Pop.- Stand.	Local news 7:30, 8:30 & 9:30 AM, world and national news every hour, headlines every half-hour. Sports and weather reports throughout the morning.  Five-minute religious message.  Highly rated music wake-up.
10	THE MUSIC HALL Dave Newman	Contemp.	Top 40 music featured. Easy listening. News on the hour.
N	PLATTER LUNCHEON Art Douglas	Pop.- Stand.	Continuation of easy listening music. Complete news and weather reports.
1	THE MUSIC HALL Art Douglas	Pop.- Stand.	Continuation of easy listening music. Complete world news and weather reports.
2	TELEPHONE FORUM Art Douglas	Talk- Tel.Part.	Discussion of controversial subjects.
3	THE MUSIC HALL Dave Newman	Contemp	Continuation of easy listening top 40 music.
4	HITS OF THE DAY Dave Newman	Contemp Pop.	Current hits played
5	NEWS, SPORTS, WEATHER THE SUPPER SHOW	Talk- News Pop.- Stand.	Local news at 5:05 and 6:10. World and national news at 5:00 and 6:00. Complete weather and sports as well as stock report.
7	PHILLIES BASE-BALL		Easy listening music featured.
8	THE NEW WAX BALLROOM Al Parker	Pop.- Stand.	World and national news every hour. Headlines every half-hour.
10	SHOWTIME ON BROADWAY	Show & Movie	Complete soundtrack aired of recent Broadway hits.
11	THE SLUMBER HOUR	Album	Soft music featured. Complete wrap-up of sports, news, weather..sign off mid.

AM	PROGRAM	TYPE	COMMENTS
5			
6	LARRY DALEY SHOW	R & B	Larry is known as "The Cincinnati Kid", coming from WCIN, where he was a top-rated personality. A rapid-fire show, loaded with gimmicks and contests, R&B, weather road reports, news and weather.
10	KAE WILLIAMS SHOW	R & B	Top R&B; fast-paced; contests and gimmicks. Kae is very well known in the Philadelphia area. He was one of the first Negroes in radio.
1	JOCKO'S ROCKET SHIP SHOW	R & B	Blasts, rams and stomps through the top R & B records and performers. His "Daddy-O, Mommy-O" - "Well, Roota--Grest Googa Mooga" and "Tell 'em Jocko sent you" are now a part of Negro Philadelphia's Language.
4	JIMMY BISHOP SHOW	R & B	A rapid-fire personality PLUS with Pops, Blues, Rock 'n Roll, and a swinging variety of music to "Put pep in your step".
8	BUTTERBALL SHOW	R & B	R&B; Blues; a fast-paced show with a driving beating rhythm. A very popular personality with the teenage crowd.
11	CARL HELM SHOW	R & B	Music reigns supreme on Carl's show. He really moves and has made quite an impression on our audience. Carl is young and is in the "in" crowd.

OVERALL TYPE Pop.-Stand. and Contemporary

OVERALL TYPE Rhythm & Blues

Local news - 7:30, 8:30, 9:30 AM. 12:05 PM, 1:00, 5:05, 6:10, 11:00 P.M.  
Sports news - 5:10, 6:05, 6:30, 11:05 P.M.  
High school & college football  
Phillies Baseball - All Night games in 1968 during season.

30 sec. news every half-hour.

Awards: Freedoms Foundstion - three time winner of medal and citation for outstanding editorials. AP of Pa. - three time winner for outstanding editorials, commentary & reporting. Sigma Delta Chi - outstanding public service.

"The Leader in Philadelphia Negro Radio."

Indep.  
1590 kc  
1,000 w

-362-

Chester, Pa.  
(Phila.)

**WEEZ**

Indep.  
560 kc  
5,000 w

Philadelphia, Pa.

**WFIL**

Gill-Perna "ETC." Group

Blair Triangle Station

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	JOHN NOLAN SHOW	C & W	
6	LOWELL HOWARD SHOW	C & W	
7			
8			
9			
10	BILL ANDREWS SHOW	C & W	
11			
N			
1			
2			
3	DAVE STANLEY SHOW	C & W	
4			
5			
6			
7	NELSON PAYNE SHOW	C & W	
8			
9			
10			
11			
M	JOHN NOLAN SHOW	C & W	Till 6 A.M.

AM	PROGRAM	TYPE	COMMENTS
5	DAVE PARKS SHOW (from 2am)	Pop. Contemp.	Hits through the nite. Four 1 min. Agric. News capsules 5-6am.
6	DR. DON ROSE	Pop. Contemp.	Dr. Don Rose presides over the breakfast table & drive time with staccato wit and top hits. His personality creates a feeling of empathy with his audience. Allen Stone, for 20 yrs. Phila's top radio newsmen, reports hourly at :15 & :45. One sports report per hr. plus heavy traffic reports (live) & weather info.
7			
8			
9			
10	JAY COOK SHOW	Contemp.	Jay plays the market's most popular singles & albums. Special talent for creating a relaxed, coffee break atmosphere with Phila. housewives. News at :15 & :45. Sport report each hour plus weather & Hollywood Hotline.
11			
N			
1			
2	JIM NETTLETON	Contemp.	Top hits greet the home-bound motorists and out-of-school teens, as Jim rides the Pop Explosion through the afternoon. The expressway becomes a little more bearable for fast-moving adult males. News, sports, weather in the same format as Cook's show. Live traffic reports from 4-6.
3			
4			
5			
6	GEORGE MICHAEL SHOW	Contemp.	George is the leader of Philadelphia's young adults. More of Philadelphia's popular hits. News at :15 with 1 minute capsule at :45. Sports reports hourly and special teen features once per hour.
7			
8			
9			
10	LONG JOHN WADE	Contemp.	Long John plays popular music for late evening listeners...the shift workers and the "come alive" night people. Dave Parks takes over from 2 to 6am.
11			
M			

OVERALL TYPE Country & Western

OVERALL TYPE Contemporary

WEEZ News at :15 and :45 every hour. Features every hour - "WEEZ At Large", one min. interview with business or civic leader - "WEEZ Industry Report, - one min. interview with area industry leader. - "WEEZ Bulletin Board" - Community events. WEEZ is the first and only full-time C & W station in the Philadelphia market.

Indep.  
900 kc  
1,000 w

Philadelphia, Pa.

**WFLN**

Indep.  
1340 kc  
1,000 w day  
250 w night

-363-

Philadelphia, Pa.

**WHAT**

John C. Butler

NAB

Bernard Howard

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	MORNING POTPOURRI	Class.	News and weather on the half hour.
8			
9			
10	MORNING SYMPHONY	Class.	Great symphonic music.
11			
N	LUNCHEON CONCERT	Class.	Light classical.
	VIEWS & REVIEWS	Talk-Int.	Hosted by Ralph Collier
1	CHAMBER MUSIC	Class.	
	SCHOOL PROGRAMS	Talk-Serv.	Public school programs.
2	AFTERNOON SYMPHONY	Class.	Great symphonic music. Sat. 2-6 PM Metropolitan Opera. Sun. 2-4 PM Philadelphia Orchestra "live".
3			
4	AFTERNOON POPS	Class.	Light classics for drive time.
5			
6	SERENADE	Class.	Light classical
7	TREASURY OF MUSIC	Class.	
8	SYMPHONY HALL	Class.	Tues. - Boston Symphony "live".
9			
10	MUSIC ROOM	Class.	Chamber music
11	WORLD OF MUSIC	Class.	
M			

AM	PROGRAM	TYPE	COMMENTS
5	SWING LOW SWEET CHARLOT	Gospel	Mary Mason
	REV. A. A. ALLEN	Relig.	
6			
7	SCOT TAYLOR SHOW	Contemp.	
8			
9			
10	ROCKY G SHOW	Contemp.	
11			
N			
1			
2	SONNY HOPSON SHOW	Contemp.	
3			
4			
5			
6	GEORGIE WOODS SHOW	Contemp.	
7			
8			
9	GARY BO ROBINSON SHOW	Contemp.	
10			
11			
M			

OVERALL TYPE Classical

OVERALL TYPE Contemporary

13 daily newscasts  
7 foreign press reviews weekly  
Only full-time classical music station in Philadelphia.  
AM daytime - FM 6:30 to midnight

News every hour on the half hour  
Sports scores every hour at :45  
Weather report every hour at :15  
Heavy on community involvement  
Strong on audience participation - contests and games.



Indep.  
990 kc  
50,000w day  
10,000w night

-364-

Philadelphia, Pa.  
**WIBG**

Indep.  
610 kc  
5,000 w

Philadelphia, Pa.  
**WIP**

Major Market Radio	Storer Station	NAB	RAB
AM	PROGRAM	TYPE	COMMENTS
5	ALLAN DEAN (from 2am)	Contemp.	"On the scene with his all-nite record machine"... weekends-listener requests
6	JERRY STEVENS	Contemp.	Teams with Bill Emerson, news announcer & sports Dir., & George Baylie, highway traffic coordinator to keep early risers & drivers entertained, happy & informed. The Total Service! Came to WIBBAGE in 1960, became top-rated afternoon man in Phil., moved to morning slot in 1965.
10	BILL WRIGHT	Contemp.	Charms housewives with his unique brand of humor and irresistible southern charm. 'Cause Bill is the guy "for the woman with the man in mind". Also the "host with the most", like when he treats 99 gals to dinner, the theatre or a day at the races. Came to WIBBAGE in 1956 when Storer bought the station.
2	JOE NIAGRA	Contemp.	The "Rockin' Bird, a 10 yr vet of WIBBAGE, has been rated #1 in every time slot he's ever worked. And he's worked them all. What more need we say about the guy? Except that his show includes drive-home traffic info., sports reviews and previews. Au-go-go from the word "go".
6	HY LIT	Contemp.	Aud. includes large college crowd. Hyski, as he's affectionately known to his fans, owns nighttime radio in WIBBAGELAND. Also dominates teen record-hop scene. In short, he's been "king" in this realm for a long time. Dynamic, professional delivery. He's been with this station for 10 yrs. Loads of TV work.
10	FRANK X. FELLER	Contemp.	"X" marks the liveliest spot on the radio dial. Another vet with long-time following...here more than 4 yrs. Another of the real "pros" on WIBG. Large college following.
OVERALL TYPE		Contemporary	

News on the hour and half-hour. WIBG presents quality-controlled programming with popular music for maximum appeal, frequent and regularly scheduled news, sports & weather capsules, plus superior public service features that confirm the station's interest in and responsibility to the community. Top-notch staff consists of seven fully-trained and experienced air performers. Each has a sales-proven way with a commercial.

Metro Radio Sales	Metromedia	NAB	RAB
AM	PROGRAM	TYPE	COMMENTS
5	THE DAWN PATROL Nat Wright (from midnight)	Pop.-Stand.	Active night people kept in touch with late sports, news and the best in good music.
6	JOE MCCAULEY	Pop.-Stand.	After 25 yrs. with WIP, Joe "The Morning Mayor" is a favored candidate for the Delaware Valley's top morning personality. A balanced ticket of good music, talk and traffic reports wins the "Morning Mayor" a loyal following from wake-up through drive-to-work hours.
10	CHUCK DOUGHERTY	Pop.-Stand.	Chuck, the housewife's friend, serves up a mid-morning coffee Klatch of music, talk, fun and just plain companionship. When not on the air, Chuck emcees many a fashion show, takes a group of ladies to the races or on a ski tour.
1	KEN GARLAND	Pop. - Stand.	Spontaneous blend of small talk and good music makes him a favorite. Years of experience as a professional musician and storehouse of knowledge of the entertainment field provide never-ending variety to his show.
4	TOM BROWN	Pop.-Stand.	Tom Brown, WIP's going home traffic companion sets the pace with news, music, sports and traffic reports as his humor tickles the funny bone of drivers stuck in bumper-to-bumper expressway traffic.
8	DICK CLAYTON	Pop.-Stand.	Dick, news to this time slot at WIP, but not new to the banter, production, selling ability and other techniques that make a top rated radio show. He has posted top ratings in almost every market in which he has been aired. Started in radio in 1947 and has been building his wry, laconic delivery ever since.
M	THE DAWN PATROL Nat Wright (till 6am)	Pop.-Stand.	Midnight is the beginning of the day for over 1,000,000 people in Del. Valley.
OVERALL TYPE		Popular-standard	

News - 5 mins. on the hour. Headlines on the half-hour. Sports - 5 mins. at :5. News - 10 mins. on half-hour in drive times. Sports - Larry Merchant at 9:05am & 7:05pm. John Deignan at 6:05, 7:05 & 8:05am. Charlie Swift at 4:05, 5:05 & 6:05pm

# IN CASE OF EMERGENCY

**They call us.**

When things happen in Philadelphia, two calls go out.  
One to the fire department or the police, the other to WIP.  
Often we get the first call.

Nearly 5,700 listeners in the Delaware Valley  
dialed H-O-T-L-I-N-E last year. Not just  
for the \$25 award for the best news story of the week.  
They call because they're part of us—our sound,  
our way, our responsibility to inform honestly, with conviction.

We prove it to them every half hour.

**WIP/610**

Metromedia Radio in Philadelphia  
Represented by Metro Radio Sales

NBC Affil.  
950 kc  
5,000 w

-366-

Philadelphia, Pa.

**WPEN**

MBS Affil.  
1540 kc  
50,000 w

Philadelphia, Pa.

**WRCP**

Kats

NAB RAB

Adam Young

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
	THE WORLD TOMORROW	Relig.	Produced by Ambassador College of West Coast.
6	BOB MENEFEE SHOW	Stand.	Easy listening music plus the wit & commentary of Bob. Two-way phone conversation plus 5 min. News Summaries at 6, 6:30, and 10 min. at 7, 8 and 9 (NBC first 5 min.). Headlines 7:30 & 8:30. Go-Patrol 'copter traffic reports 7-9, and Sports with Robin Roberts 7:32 & 8:32. Joe Garagiola Sports 6:35-6:40
7			
8			
9			
10	JIM TATE SHOW	Stand.	5 min. NBC News on Hr., immediately followed by 5 min. regional news, locally produced. Headlines on the half-hour. Bill Cullen & Dr. Joyce Brothers respective NBC Emphasis shows 11:45 & 12:45. More easy listening music for mid-morning and lunch-time pleasure.
11			
N			
1			
2	JACK GREGSON SHOW	Stand.	A continuation of easy listening music highlighting 5 min. NBC News on Hr. immediately followed by 5 min. regional news, locally produced. NBC Emphasis with Edwin Newman at 3:45pm. Headlines on the half-hr. Sports results 4:32 & 5:32. Robin Roberts Sports Talk 4:35 & 5:35. 'copter traffic reports.
3			
4			
5			
6	EVENING NEWS	Talk	A production of WPEN News Dept. Huntley & Brinkley, etc
	THE WORLD TOMORROW	Talk Relig.	Replay of early morning World Tomorrow program.
7	HOT WIRE SHOW	Talk-Tel.	Two-way tel. discussion program with a listening audience. NBC 5 min. news on hr. immediately followed by 5 min. regional news, locally produced. Headlines on the half-hr.
8			
9			
10	FRANK FORD SHOW	Talk-Int. Disc. Tel. Part.	All-talk controversy and commentary (last hour is replay of first hour). Features interviews and national & local celebrities in politics, industry and entertainment, etc. Two-way conversations between guests & listeners.
11			
M	(till 2am)		

OVERALL TYPE Standard and Talk

In 10-2 nighttime slot NBC 5 min. news followed by 5 min. regional news, locally produced at 10 & 11pm. 5 min. local news at 12 and 1am.

AM	PROGRAM	TYPE	COMMENTS
5			
6	JOE MORAN SHOW	C & W	Fast-paced, modern, top "40" "Nashville Sound" Country and Western music. Helicopter Traffic reports. 20-20 news. Funtests
7			
8			
9			
10			
11	DICK BROWN	C & W	20-20 News Funtests Modern Nashville C & W sound Country Club Contests.
N			
1			
2	JOHN MAZER SHOW	C & W	20-20 News Modern, top "40" C & W sound Funtests Country Club & Bumper Banner Contests.
3			
4	DON PAUL SHOW	C & W	Fast-paced, modern, top "40" "Nashville Sound" C & W Music. Helicopter Traffic reports. 20-20 News. Funtests Country Club Contests.
5			
6			
7			
8	JOHNNY CRAFT SHOW	C & W	Modern, top '40" C & W Sound 20-20 News. Funtests Bumper Banner & Country Club Contests
9			
10			
11			
M			

OVERALL TYPE Modern C & W

20-20 News - local at 20 after the hour and Mutual News at 20 before the hour. Funtests - games. Extensive public and community services. Helicopter Traffic Reports during morning and evening drive time. Only Modern C & W outlet in Philadelphia. FM facility continues. Modern C & W format 24 hours.

Indep.  
860 kc  
250 w

-367-

Philadelphia, Pa.

# WTEL

Nat'l. Time Sales

AM	PROGRAM	TYPE	COMMENTS
5		Ethnic (Span)	<p>WTEL is one of the oldest foreign language stations in the country, having started in 1925. Broadcasts of Spanish language programs date back over a decade. With the substantial growth of the Puerto Rican population in the Philadelphia area in recent years spurring an expansion of Spanish programming, WTEL in early 1962 substantially increased its specialized entertainment for the Spanish-speaking population.</p> <p>Now, WTEL programs as much as 35 hours weekly in Spanish during the Spring through Fall months, a bit less during the rest of the year due to an earlier sign-off time. Starting at 2:00 PM and continuing through sign-off, Raul Delgado and Hector Rivera spin records from Puerto Rico, deliver integrated commercials, give local news of interest to the Puerto Ricans, discuss events of the entertainment and social whirls and provide friendly commentary and anecdotes. Both Raul Delgado and Hector Rivera are former Puerto Rican station personalities so they "speak the language" of the local Puerto Rican population in more ways than one.</p> <p>The Puerto Rican community in the Philadelphia-Camden area has grown to an estimated 104,000 in recent years due to the migration of many of these people from overcrowded New York, the improved employment opportunities in the area and the substantial birth rate.</p> <p>Sunrise to local sunset</p>
6			
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M			
OVERALL TYPE		Ethnic - Spanish	



*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motoreycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives



# PHOENIX

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KBUZ	5	11. 6-9a	7.50 9-4p	11. 4-6p	5.50 6-12m	2.20 12-6a	See Card		10%	20%
	10	10.	7.	10.	5.	2.				
	20	9.	6.50	9.	4.50	1.80				
	30	8.50	6.	8.50	4.25	1.70				
	40	8.	5.50	8.	4.	1.60				
	50	7.50	5.25	7.50	3.75	1.50				
KCAC	12	5.50 All periods					80%	50%		
	18	5.								
	24	4.25								
	30	4.								
	36	3.50								
KIPW	5	9.50 All periods					75%	50%		
	10	9.								
	15	8.50								
	20	8.								
	30	7.								
KOOL	6	20. 6-10a	15. 10-3p	20. 3-7p	7.50 7-12m	5. 12-5a	80%	60%		8%
	12	18.	14. 5-6a	18.	7.	4.50				
	18	17.	13.	17.	6.50	4.				
	24	16.	12.	16.	6.	3.50				
	30	15.	11.	15.	5.50	3.				
KOY	6	28. 5:59-10a	14. 10-3p	20. 3-7p	9. 7-9:30p		See Card			8%
	12	24.	13.	18.	8.					
	18	23.	12.	17.	7.					
	24	22.	11.	16.	6.					
	30	20.	10.	14.	5.					
KPHO	6	15. 6-9a	9. 9-4p	15. 4-7p	9. 7-12m		80%	50%	Drive -\$1	Drive -\$3
	12	13.	8.	13.	8. 5:30-6a					
	18	12.	7.	12.	7.					
	24	11.	6.	11.	6.					
KRDS	6	12. 6-9a	10. 9-4p	12. 4-7p	6. Other		80%		5%	10%
	13	11.	9.	11.	5.50					
	19	10.	8.	10.	5.					
	24	9.	7.	9.	4.50					
KRIZ	6	18. 6-9a	17. 9-4p	18. 4-7p	10. 7-----6a		75%	50%	5%	10%
	12	17.	14.	17.	9.50					
	18	16.	13.	16.	9.					
	24	15.	12.	15.	8.50					
	36	14.	11.	14.	8.					
KRUX	12	17. 6-9a	15. 9-4p	17. 4-7p	10. 7-----6a		80%	60%	7%	15%
	18	15.50	13.	15.50	8.					
	24	15.	12.	15.	7.					
	30	14.50	11.50	14.50	6.50					
	36	14.	11.	14.	6.					
KUPD	10	14. 7-8:30a	10. 10-3p	12. 4-7p	7. Other		80%	50%	5%	10%
	15	13.	9.	11. 8:30-10a	6.					
	20	12.	8.	10. 10a	5.					
	30	11.	7.	9. 6-7a	4.					
KXIV	10	13.50 6-10a	8.50 10-4p	10.50 4-6p	10. 8-12m		80%	50%	10%	
	20	13.	8. 7-9p	10.						
	30		7.50	9.50						
	40		7.	9.						

ABC Enter. Affil.  
1310 kc  
5,000 w day  
500 w night

-570-

Phoenix, Arizona  
**KBUZ**

Indep.  
1010 kc  
500 w

Phoenix, Arizona  
**KCAC**

Paul Raymer

HAB

National Time Sales

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	BEST SELLER ALBUM MUSIC	Stand. Album.	Only the music that is extremely familiar to the vast majority of people is heard on KBUZ. That means standards only, and recent hits of nearly universal popularity. "Million Dollar Music"	5		Ethnic (Span)	Arizona's only modern formula Spanish music radio station...complete programs including hourly news, sports, and weather features in Spanish.
6			6				
7			7				
8			8				
9			9				
10			10				
11			11				
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9	9						
10	10						
11	11						
M	M.						
	OVERALL TYPE	Stand.-Album			OVERALL TYPE	Ethnic (Spanish)	

Baseball - UPI Audio on News  
Farm News..30 minutes at 5:30 A.M.  
5-minute newscasts on the hour. Half-hour newscasts-2 min except during drive time when they expand to five minutes. Station's half-milivolt signal covers a greater part of three counties - Maricopa, Pinal and Gilla - plus parts of Yavapai and Pima.  
During baseball season, KBUZ carries all California Angels games. On Saturdays and Sundays during football season, L.A. Rams games are heard.

"Modern Spanish Radio for Central Arizona's 165,000 Mexican-Americans".

Indep.  
860 kc  
1,000 w

Phoenix, Arizona

**KIFN**

CBS Affil.  
960 kc  
5,000 w

-371-

Phoenix, Ariz.

**KOOL**

Savalli/Gates

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5		Ethnic (Span)	<p>In Phoenix, when anyone speaks of a "captive aud." they are invariably referring to the hold KIFN has on the 171,000 Mexican-American in its coverage area.</p> <p>For KIFN is the only full-time Spanish language station in the area, servicing and catering to this select "Market within a market".</p> <p>Founded in 1949, and part of the Tichenor Spanish Group, KIFN quickly became a basic and necessary part of marketing plans for Phoenix.</p> <p>KIFN broadcasts exclusively in Spanish and is the only station having a direct news wire to Mexico City - just one of the features which have endeared KIFN to its aud. And, it is because of this that the station and its account merit the unquestionable loyalty of these Latins.</p> <p>Its major advertisers include R.J. Reynolds, Pepsi-Cola, Rosarita, Budweiser, Carnation, Breeze, National Biscuit, etc. Among top, key local accounts using the station are Penneys, one of largest Phoenix Dept. stores, (using bilingual sales clerks), Fed-Mart, Gov-Way, Gallenkamps, Franklin's, and a host of other equally important Pheonix retailers.</p> <p>KIFN's programming is a balanced mixture of varied music with greatest emphasis on rancho, farm news employment opportunities, women's homemaking, vocals news, soap operas and religion.</p> <p>19 years of continuous Spanish language audience leadership.</p>
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11			
M			

OVERALL TYPE

Ethnic (Spanish)

Blair

NAB RAB

AM	PROGRAM	TYPE	COMMENTS	
5	LEN INGEBRIOTSEN	Pop.-Stand.	<p>Uncle Lennie has been Arizona's top wake up man for 18 years. He joined KOOL in June, 1967. Show features Farm &amp; Ranch reports: 5:30-6am. CBS and Local news (Bill Close, Jim Murdock). Traffic reports from news cruisers on free-ways.</p>	
6				
7				
8				
9				
10	INSIDE STORY	Int.Disc.		KOOL's Johnny Johnson
	LEN INGEBRIGTSEN	Pop.Std.		
11	ARTHUR GODFREY TIME	Variety		
N	NOON NEWS	Talk-News		CBS plus Bill Close, Murdock
	BUZZ JONES SHOW	Mus,Mkts.	Music and markets	
1	JOHNNY JOHNSON	Pop.-Stand.	Top-rated afternoon man with KOY since 1955. Joined KOOL June, 1967.	
2				
3	BILL LESTER	Pop.-Stand.		
4	BUMPER TO BUMPER CLUB	Pop.-Stand.	Extensive traffic reports from mobile cruisers... news, weather, ball scores, sports. 15 min. news - Jim Murdock at 5. Sports-5:30	
5	Al McCoy			
6	NEWS BLOCK	Talk-	CBS and local news, sports, Commentary.	
7	NORM SEELEY SHOW	Pop.		
8				
9				
10				
11				
M	ED HINKLE INSOMNIAC CLUB	Pop.-Stand. Talk	Music and talk all night	

OVERALL TYPE

Popular-standard

Middle-of-the-road music...strong air personalities... heavy news - sports. Live sports coverage in season: San Francisco Giants, Phoenix Roadrunner hockey, L.A. Lakers basketball, H.S. football and basketball.

ABC Affil.  
550 kc  
5,000w day  
1,000w night

-372-

Phoenix, Arizona

**KOY**

Robert E. Eastman

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	JON WALLACE	Pop. Std.	County Agric. Agent 5:25
6	JOE BATES	Pop. - Stand.	10 min. news at 6 5 min. news at 6:30, 7:30, 8:30, 9:00 15 min. news at 7:15, 8:00. Headline news at 9:30.
7			
8			
9			
10	BOB CAPPS	Talk-Tel. Part.	Swap Shop 10-11am; 5 min. news 11; Headline news 10:30, 11:30. News on the Hour
11			
N	NEWS & COMMENTARY	Talk News	Yours Sincerely w/Gov. Jack Williams; Paul Harvey News; Business, Farm News, weather.
1	BOB CAPPS	Talk-Tel. Part.	Telephone talk show with 5 min. news at 2, headlines at 1:30 and 2:30.
2			
3	JOHN CAMPBELL	Pop. - Stand.	5 min. news 3, 4, 5:30. 15 min. news 5, 6. Edge on Sports 4:30
4			
5			
6			
7	DICK DOUGLAS	Pop. - Stand.	5 min. news at 7, headline news 7:30.
8	THE WORLD TOMORROW	Talk	
	TALK	Talk	Lifeline; Tom Harmon; news
9	JOHN RAYMOND	Talk Tel. Part.	Telephone talk - topical and controversial issues discussed (One subject per night)
10			
11			
M	JON WALLACE	Pop. - Stand.	
OVERALL TYPE		Popular-standard - Talk - News	

Oldest station in Arizona. Signal covers 99.9% of state's population. Carries Dodger baseball.

MBS Affil.  
910 kc  
5,000 w

Phoenix, Ariz.

**KPHO**

Katz

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
	ARIZ. AGRIC. TODAY	Talk-Serv.	Incorporates network and local information.
6	NEWSCOPE - A.M.	Talk-News	Only news - total news. KPHO relies on an eight-man news staff, UPI Radio Wire Service a fully equipped mobile unit capable of immediate broadcast, direct contact with local and state law enforcement and government agencies.
7	Network newsmen- Local newsmen- Lou Kemper Larry Martell Sandy Gibbons		
8			
9	CLOUD NINE	Album	Good music with newscast (5 min) on the even hour and half hour from Mutual - 5 min of local news on the odd hrs. No concentration of personalities. We feel our music is strong enough to hold our adult audience. A sampling of artists featured includes Henry Mancini, Andre Kostelanetz, Enoch Light, the Ray Charles Singers, plus other album performers of similar stature and popularity.
10			
11			
N			
1			
2			
3			
4			
5	NEWSCOPE - P.M.	Talk-News	Complete coverage and wrap-up of the days news incorporating network and local releases. Net. newsmen with local talent.
6			
	WORLD TOMORROW	Talk-Relig.	G. T. Armstrong
7	WORLD TODAY	Talk-News	Network summary news of day
8	CLOUD NINE	Album	Same as above
9			
10			
11			
M	JOHNNIE WINN SHOW	Album	Cloud Nine music as above.
OVERALL TYPE		Talk-Album	

MBS News and local news at :30.  
MBS Sports - 8:35 A.M., 5:30 P.M., 6:15 P.M.

Indep.  
1190 kc  
250 w

Phoenix, Ariz  
**KRDS**

Indep.  
1230 kc  
1,000w day  
250w night

-375-

Phoenix, Ariz.  
**KRIZ**

Gill-Perna

NAB

H-R

NAB

AM	PROGRAM	TYPE	COMMENTS
5	JOHNNY NELSON SHOW (from mid-night)	C & W	
6	JOHNNY NELSON	C & W	
7			
8			
9			
10	DICK McCOY SHOW	C & W	
11			
N			
1			
2			
3	BOB KEMP	C & W	
4			
5			
6			
7	ROB RANDALL	C & W	
8			
9			
10			
11			
M	ZANE JAY	C & W	
OVERALL TYPE		C & W	

AM	PROGRAM	TYPE	COMMENTS
5	RON EDWARDS (from midnight)	Contemp.	He plays more music in the nighttime than any other radio station.
6	DOUG CORNET	Contemp.	Doug weaves early morning wit and quick conversation into the bright contemporary sound of KRIZ each weekday morning. His background includes experience in Denver, Salt Lake City, and Sacramento. He is also owner, Vice President, and Gen'l Manager of the station.
7			
8			
9			
10	PAT McMAHON	Contemp.	Phoenix's top television performer is also KRIZ's program director. Pat has a closely knit association with Phoenix young people because of his fabulous success for 6 yrs. on the #1 local TV show. His contemporary humor is brilliantly woven into the weekday Pat McMahon radio show.
11			
N			
1			
2	JOE LIGHT	Contemp.	Joe comes to Phoenix from a highly successful 7 yrs. with the Star Stations. His background includes work in Denver, Omaha, WIFE in Indianapolis, and KISM in Portland. His mature, professional approach adds a great deal of depth to the overall KRIZ sound.
3			
4			
5			
6			
7	PHIL MOTTA	Contemp.	Phil is lead vocalist with Phoenix's top recording group.
8			
9			
10			
11			
M	RON EDWARDS (till 6am)	Contemp.	
OVERALL TYPE		Contemporary	

5 min. news every hour at :55, twenty-four hours a day. Exclusively Country & Western music with religious selections at 15 min. past each hour.

Same format past 35 months.

News every half hour at :15 & :45. A complete full-time news dept. manned by Phoenix's most professional news people. Full-time, seven day/week, on-the-air news coverage. KRIZ News is local news with depth, character and judgement. Request format is strongly woven into a tasteful contemporary music list. "Weekend Spectacular" features tapes of our regular personalities and some live presentations by quality weekend personalities. Radio that captures the imagination & interest of young people well past their thirties.



Indep.  
1360 kc  
5,000 w day  
500 w night

-374-

Phoenix, Arizona

**KRUX**

Indep.  
1060 kc  
500 w

Tempe, Arizona  
(Phoenix)

**KUPD**

McGavren-Guild- PGW

Leland Biabee Group

RAB

Alan Torbet Assocs.

MAB

AM	PROGRAM	TYPE	COMMENTS
5	KIT CARSON	Pop. - Contemp.	All-night announcer - 12 mid night - 6 a.m. Kit has been with KRUX 4 years.
6	LUCKY LAWRENCE	Pop. - Contemp.	Lucky has been with KRUX 11 plus years, most of which has been spent in the early morning slot.
7			
8			
9	MIKE MITCHELL	Pop. - Contemp.	Mike returned to Phoenix & KRUX six months ago from KOMA & CKLW, after an absence of two years. He was previously with KRUX 3 1/2 years.
10			
11			
N	DICK GRAY	Pop. - Contemp.	Dick has been with KRUX for over 7 years. Easy-going, mature & a solid disc jockey.
1			
2			
3	WILKERSON	Pop. - Contemp.	Billed as "World's most well-informed D.J.". His humor & cleverness appeals to all.
4			
5			
6			
7	BOB SHANNON	Pop. - Contemp.	Has had the highest ratings in the 7 p.m. to midnight time period in the Phoenix market. Tremendous teen following.
8			
9			
10			
11			
M	KIT CARSON	Pop. - Contemp.	

AM	PROGRAM	TYPE	COMMENTS
5	CHUCK STILL SHOW (from lam)	Pop.- Stand.	Variety show - pop music - early farm reports and service shows.
6	THE HEYWOOD HASSEL	Pop.- Stand.	Although surrounded by his hysterical cohorts in the morning driving time, he needs no entourage for his fast moving, mirth provoking show. Joe Patrick, "Marianne in Weatherland", News, sports, Traffic reports, teenage underground, and lots of fun.
7	Bill Heywood		
8			
9			
10	IMES TIME	Pop.- Stand.	We call him the "Captain Kangaroo" of the housewives. Wally is a "show-biz pro and was formerly a successful network announcer for some of Hollywood's big time radio and TV shows of the past. He is one of the many reasons why daytime listening to KUPD is truly worthwhile. Joe Patrick and Stan Della assist.
11	Wally Imes		
N			
1			
2	THE POLLACK AFFAIR	Pop.- Stand.	Frank, in the afternoon driving time, has a background of 20 yrs. as a successful air personality. With his traffic reports for commuters, his excellent choice of music, and his personal friendship with many top recording artists, the Pollack Affair is certainly a driving-home refresher.
3	Frank Pollack		
4			
5			
6	McKINNEY'S MISH MASH	Pop.- Stand.	Johnny has re-established his home here after being away for many years. His personality has not waned, however, for the moment it was announced he joined our staff, many calls of congratulations came to us commending us upon returning the breezy styled McKinney to local airwaves. He calls his show "McKinney's Machinations and Mish-Mash" - it's fun.
7	Johnny McKinney		
8			
9			
10	JAMES BOND CAPER	Pop.- Stand.	James Bond is the newest addition to KUPD's excellent staff. His name happens to be the same as the character created by the late Ian Fleming. Jim has a sincere on-air approach, is most entertaining dj, and, in general a highly effective air personality.
11	James Bond		
M			

OVERALL TYPE

Popular - Contemporary

5 minute news on the hour - News headlines at :28 - News break-ins as they occur. Indianapolis 500 each year.

OVERALL TYPE Popular-Standard

5 min. news on the hour 24 hours a day; News in depth - 5 times daily for 10 min. at 6, 7am, noon, 5 & 6pm. Editorials (Joe Patrick) at 8:05, 12:10pm, 6:10pm, 8:05pm and 3:30am. Sportcasts - Mon. thru Sat. - 7:32am, 5:32pm, 9:30pm. Sun. at 12:30pm, 5:30pm, and 9:30pm. This station features personalities as Deejays - has a format similar to KSFO San Francisco or WNEW in New York. Programming is directed at the young adult audience - very strong response factor in a crowded AM Phoenix market.

Indep.  
1400 kc  
1,000 w day  
250 w night

-375-

Phoenix, Arizona

**KXIV**

Jack Masla

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC 'TIL DAWN	Contemp. Pop. Stand.	Music and patter.
6	THE EARLY BIRD	Contemp. Pop.- Stand.	Humorist Jim Spero with sidekick Paul B. Munt, The Amateur Weather Girl, Air Traffic Reports, Kent Whisman and a wide variety of entertainment with music, news, sports. Anything can happen and usually does.
7	Jim Spero Paul B. Munt		
8			
9			
10	JACK WARE	Contemp. Pop.- Stand.	Bright music, oddities in the news and guest interviews.
11			
N			
1			
2	SANTI SOUNDS	Contemp. Pop.- Stand.	Music, news, views and interviews. A basic format for an easy ridehome through afternoon traffic with Jack Ware (news & views) and Dan Santi (music & interviews) hitch-hiking their way from 2 to 6 with the aid of Air Traffic Reports.
3	Dan Santi		
4			
5			
6			
6	STAN RICHARDS	Contemp. Pop.- Stand.	Music and news
7			
8	JAHN SAGE	Talk- Tel. Part. Int. Disc.	Valley's oldest continuous conversation show featuring interviews with prominent political and community leaders followed by audience telephone participation.
9			
10			
11			
M	MUSIC 'TIL DAWN	Contemp. Pop. Stand.	(till 6am)
OVERALL TYPE		Pop.-standard	

News Constant: 1 min. on hour and half-hour followed every 15 min. with actuality reports around the clock except during Sage Show. Sports 7:30am & 6:05pm. Traffic - Air & Ground reports 7-8:30am & 4:30-6pm. Strong personality station. Music and News Constant form basic platform. For personality involvement in relating community service, commercial continuity and entertainment to prime audience target of 20 to 50 age group.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# PITTSBURGH

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KDKA	5	90. 6-10a	59. 10-3p	64. 3-7p	59. 7-9p	36. 9-12m	See Card	50%		
	10	85.	55.	60.	55.	34.				
	20	80.	52.	56.	52.	32.				
	30	75.	49.	53.	49.	30.				
	40.	70.	46.	48.	46.	28.				
KQV	6	47. 6-10a	40. 10-3p	47. 3-7p	40. 7-12m		80%	50%		
	12	44.	38.	44.	38.					
	18	42.	37.	42.	37.					
	24		36.		36.					
WAMO	12	10. ROS Min.	4 wks.				75%	50%		
	18.	9.50								
	24	9.25								
	30	9.								
	36	8.69								
	42	8.38								
	48	8.								
	54	7.50								
60	7.									
WEEP	5	14. All periods							-82	-83
	10	13.								
	20	12.								
	30	11.								
WHJB * Freq. Rates	26	8. 5-----7p			4.75 7-12m		(5-7p) 5.50			
	50	7.50			4.50		5.25			
	100	7.			4.25		5.			
	200	6.50			4.		4.75			
	400	6.			3.75		4.			
WJAS	5	21. 6-10a	18. 10-3p	21. 3-7p	13. 8-1a	On Request	75%	50%		
	10	19.	16. 7-8p	19.	11. 5:30-6a					
	15	17.	14.	17.	9.					
	20	15.	13.	15.	8.					
WPIT	6	24. All periods					75%	50%		20.
	12	23.								19.
	18	22.								18.
WWSW	6	46. 6-10a	37. 10-3p	42. 3-7p	21. 7-10p	16. 10-11p	80%	60%	5%	10%
	12	42.	35.	39.	20.	15.				
	18	38.	31.	35.	18.	14.				
	24	36.	29.	33.	17.	13.				
	30	31.	26.	29.	16.	12.				
							21x 75. 11-6a 42x 125.			
WJPA * Freq. Rates	26	9. Daytime-----			5. Nighttime-----		70%	45%		
	52	8.10			4.50					
	104	7.30			4.05					
	260	6.60			3.65					
	312	5.95			3.30					
	624	5.35			3.					

Indep.  
1020 kc  
50,000 w

-378-

Pittsburgh, Pa.  
**KDKA**

ABC Affil.  
1410 kc  
5,000 w

Pittsburgh, Pa.  
**KQV**

Radio Adv. Repts. Group W				NAB	RAB	Robert Eastman ABC Station				NAB	RAB
AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	FARM HOUR	Talk-Serv.	Program of farm information and interviews plus contemp. popular music.	5	TOM LEE SHOW	Pop. Contemp.	Fast-paced up tempo show for the night people.	5	TOM LEE SHOW	Pop. Contemp.	Fast-paced up tempo show for the night people.
6	JACK BOGUT	Contemp. Pop.	Jack's ingratiating style "clicks" perfectly in this time slot. His is an especially low-pressured zaniness, delivered with easygoing clarity, sympathetically inclined toward the Pittsburgh wake-up set.	6	BOB WILSON SHOW	Pop.	Bob Willson's show is filled with info. families want: traffic conditions, weather reports, news & sports scores Bob's sparkling personality and listener rapport add immeasurably to his appeal. Area's only live helicopter reporting service - the KQV trafficopter - is an integral part of the Bob Wilson show.	6	BOB WILSON SHOW	Pop.	Bob Willson's show is filled with info. families want: traffic conditions, weather reports, news & sports scores Bob's sparkling personality and listener rapport add immeasurably to his appeal. Area's only live helicopter reporting service - the KQV trafficopter - is an integral part of the Bob Wilson show.
7				7				7			
8				8				8			
9	McGOVERN ON THE MOVE	Contemp. Pop.	Terry blends an ultra-warm voice with a personality sensitive to the funny side of local scenes and events. Specializing in live, remote broadcasts from odd places in the area, Terry and his pop music not only describe the local scene, but are a unique part of it.	9				9			
10	Terry McGovern			10	ALLEN DENNIS SHOW	Pop. Contemp.	Empathy is the key word for the Allen Dennis Show. His entire program, heard daily between 10AM-1PM, is directed to the housewife. A blend of friendly humor and the right music gives the Allen Dennis Show a universal appeal.	10	ALLEN DENNIS SHOW	Pop. Contemp.	Empathy is the key word for the Allen Dennis Show. His entire program, heard daily between 10AM-1PM, is directed to the housewife. A blend of friendly humor and the right music gives the Allen Dennis Show a universal appeal.
11				11				11			
N	ART PALLAN	Contemp. Pop.	Art is Pittsburgh's "pal Pellan" in a real sense: community involvement makes him one of the most "visible DJ's in town.	N				N			
1				1	JOHNNY MITCHELL SHOW	Pop. Contemp.	Now the favorite of Pittsburgh housewives, Johnny talks to the woman of the household from 1-3 PM daily.	1	JOHNNY MITCHELL SHOW	Pop. Contemp.	Now the favorite of Pittsburgh housewives, Johnny talks to the woman of the household from 1-3 PM daily.
2	CLARK RACE	Contemp. Pop.	Clark charms by projecting a combination of relaxation, candidness, and a startling variety of activity that includes free-balloon flying, skydiving and network television acting.	2				2			
3				3	CHUCK BRINKMAN SHOW	Pop. Contemp.	KQV has a proven salesman and entertainer in Chuck Brinkman. His enthusiasm and bright personality have made him a hit with both adults and young adults. KQV trafficopter reports - only helicopter traffic reporting service in the Pittsburgh market.	3	CHUCK BRINKMAN SHOW	Pop. Contemp.	KQV has a proven salesman and entertainer in Chuck Brinkman. His enthusiasm and bright personality have made him a hit with both adults and young adults. KQV trafficopter reports - only helicopter traffic reporting service in the Pittsburgh market.
4				4				4			
5				5				5			
	THIRTY TO SIX	News	Complete news-weather-sports								
6	JIM HORNE	Contemp. Pop.	Adlibbing his way into and miraculously out of conversational corners, featuring zany phone calls and offering tongue-in-cheek comments on his music are only three small parts of the "act" of this bright, young comedian.	6				6			
7				7	JIM QUINN SHOW	Pop. Contemp.	Jim Quinn is the night time "leader" of Pittsburgh. His following among the young adults of Pittsburgh is a legend.	7	JIM QUINN SHOW	Pop. Contemp.	Jim Quinn is the night time "leader" of Pittsburgh. His following among the young adults of Pittsburgh is a legend.
8				8				8			
9	CONTACT Bill Steinbach	Talk-Int.Disc Tel.Part	Interesting, entertaining, controversial guests - listeners comment-question.	9				9			
10	PARTY LINE Ed & Wendy King	Talk-Tel. Part.	Talk show involving telephone response. Listener participation not heard on the air.	10				10			
11				11				11			
M	ALL NIGHT SHOW Jim Williams	Contemp. Pop.	Cordial, warm and friendly comments and music.	M	FRANKLIN B. FORBES SHOW	Pop. Contemp.	Friendly chatter and lots of music.	M	FRANKLIN B. FORBES SHOW	Pop. Contemp.	Friendly chatter and lots of music.
	OVERALL TYPE	Contemporary-Popular			OVERALL TYPE	Popular - contemporary			OVERALL TYPE	Popular - contemporary	
<p>Newscaats broadcast every hour on the hour and on the half-hour in drive time. Broadcast of Pirates baseball, Steeler football, Penn State Football.</p> <p>The KDKA news department is the Tri-States' largest newsgathering organization, specializing in actuality reports and in-depth coverage.</p>				<p>ABC News at :55 and KQV News at:25. every hour, 24 hours a day. Sports reports with Chris Schenkle and Howard Cosell every morning and evening. KQV has been the only full time popular music station in Pittsburgh since 1958 when purchased by ABC. Balancing the outstanding ABC Radio news and sports service is an aggressive local news team which in 1966 won more Golden Quill Awards for news and public affairs than all its competitors combined. KQV regularly editorializes.</p>							



Indep.  
860 kc  
1,000 w

Pittsburgh, Pa.  
**WAMO**

MBS Affil.  
1080 kc  
1,000 w

-379-

Pittsburgh, Pa.  
**WEEP**

Bernard Howard

NAB

Alan Torbet Assocs.

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	BROTHER MATT	R & B	Here he is! Brother Matt represents modern radio at its exciting best. He is a native of Pittsburgh & his fans in the Tri-State area are legion..and they grow in number with every passing day. To maintain a tight up tempo pace and still be able to inject his own personal touch into each commercial.
7			
8			
9			
10	SIR WALTER	R & B	A Blockbuster of Charm, with personality, Sir Walter has been cheerfully entertaining the radio listeners of the tri-state area for many happy years. When Sir Walter lends his easy going mannerism and style exciting things happen. Sir Walter is tops with WAMO listeners.
11			
N			
1			
2	HAL BROWN	R & B	A mainstay of Double WAMO. He is virtually a human dynamo who's hard hitting slam bang pace and warm personal style literally light up the radio dial.
3			
4			
5			
6	PORKY CHEDWICK	R & B	A legend in his own time. Few radio personalities can stake a claim to the popularity enjoyed by the "Boss Man". For almost 20 years Porky has been breaking records with his personal appearances in the Pittsburgh area. Porky has a direct line to the heart of his listeners.
7			
8			
9			
10			
11	ALL NITE SHOW	R & B	(to 4 A.M.)
M			

OVERALL TYPE R & B

Negro-oriented programming

AM	PROGRAM	TYPE	COMMENTS
5			
6	BOB WILLIAMS SHOW	C & W	Country Mayor of the morning
7			
8			TRADING POST - 15 min. at 9:00 am.- Listeners buy, sell, and swap on the air, via telephone call to Bob Williams.
9			
10	DON EVANS SHOW	C & W	Mature good humor - features slanted to the housewives.
11			
N			
1			
2	JOHNNY BREIT SHOW	C & W	The Breit Brigade - with plenty of traffic tips and bright quips.
3			
4			
5			
6	RON COULTER SHOW	C & W	Relaxed easy style for an evening of Country Music.
7			
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

Mutual news - followed by local news on the half hour. Sports features incorporated during morning and afternoon traffic hours, as well as live and direct-from-the-scene parkway traffic reports. Also, throughout the day at :15 and :45 after the hour, WEEP Weather.

MBS Affil.  
520 kc  
1,000 w day  
500 w night

-380- Greensburg, Pennsylvania  
(Pittsburgh)  
**WHJB**

NBC Affil  
1320 kc  
5,000 w

Pittsburgh, Pa.  
**WJAS**

Direct NAB RAB

Henry I. Christal NBC Owned Station NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	COUNTRY MUSIC TIME	C & W	Cowboy Phil makes the morning merrier with his down-on-the-farm humor, as he spins all the Western hits and looks at the world and local news and the weather.
7	Cowboy Phil		
8			
9	GOOD MORNING Ron Asbury	Pop.-Stand.	Ron swings in a light and lively vein. At 9:45 AM, listeners play ROYAL BINGO.
10	PHONE PARTY Davey Tyson	Talk-Tel. Part.	Listeners are invited to call in to chat with Davey about anything and everything.
11			
N	NEWS - MUSIC	NEWS Pop.-Stand.	40 minutes of national and local news - 20 minutes of popular music.
1	PHONE PARTY Davey Tyson	Talk-Tel. Part.	After time-out for lunch, Davey continues his lively conversations with ladies.
2	TRADING POST MUSIC ON THE SQUARE	Talk Stand.	Trading, buying & selling with Davey Tyson. A song trip down memory lane with Davey.
3	SOUND GO ROUND Ron Asbury	Pop. Stand.	A carousel of today's good music. Easy to listen to music with Ron Asbury.
4	JAY DAVIS SHOW	Contemp	Tuned in with the happening generation, Jay plays music and announces news of interest for the lively ones.
5			
6	NEWS SPORTS COMMENTARIES	News Talk	National and Local News and Sports, plus commentary by Fulton Lewis III.
7	JAY DAVIS SHOW	Contemp	Jay continues with the latest releases and frequent time and weather checks.
8			
9			
10	BOB HANK SHOW	R & B	Teens write in to Bob with request and dedications for their favorite oldies. Bob's last hour and a half features dreamy music.
11			
M			
OVERALL TYPE		Varied	

AM	PROGRAM	TYPE	COMMENTS
5	MONITOR PITTSBURGH Bob Curti	Pop. - Stand. Talk	MONITOR/PITTSBURGH is a 24-hour information and entertainment service, patterned after NBC's weekend MONITOR and shaped to reflect the distinct character of Greater Pittsburgh.
6	MONITOR PITTSBURGH		
7	Ted Lux		Throughout the day, MONITOR/PITTSBURGH integrates world news and home happenings with reports and interviews. In-depth reports and "side-bars" appear during each hour. Traffic reports are provided during drive time.
8			
9			
10	MONITOR PITTSBURGH		Other MONITOR/PITTSBURGH features include Sportsline capsules at :45, Comedy Time, and a sampling of Pittsburgh opinion on Ring Around the Town.
11	Bill Ross		
N			NBC News on the Hour is followed by 3 minutes of local news. Emphasis programs appear throughout the day, including 3 Emphasis programs produced at WJAS.
1			
2	MONITOR PITTSBURGH		
3	Jack Wheeler		
4			
5			
6	WJAS COMMENT	Tel. Talk	COMMENT is Pittsburgh's first, and most controversial, "two-way" radio program.
7	Merle Pollis		
8	MONITOR PITTSBURGH	Pop. - Stand. Talk	And, all day and all night, MONITOR/PITTSBURGH music interweaves the various program components. The pace remains lively, even during the evening and early morning hours.
9	Jim Stutzman		
10			
11			
M	MONITOR PITTSBURGH Bob Curti		('till 6 a.m.)
OVERALL TYPE		Popular-Standard & Tsk	

Mutual News on the half-hour  
Local News on the hour  
Programming is very diversified with a "something for everyone" approach. Pittsburgh Pirate Baseball, Baltimore Colts Football, University of Pittsburgh Football.  
Local sports in season.  
On-the-spot coverage of major Golf Tournaments (US Open, PGA, Masters)

NBC News On the Hour, followed by 3 minute local news. 15 minute news blocks morning and evening. Business and financial report at 5:30 p.m.

Format continues on weekends, including NBC MONITOR programming.

MBS Affil.  
1,000 w day  
250 w night  
1450 kc

Washington, Pa.  
(Pittsburgh)  
**WJPA**

Indep.  
730 kc  
5,000 w

-381-

Pittsburgh, Pa.  
**WPIT**

Regional Repts NAB RAB

Direct Rust Craft Brdcstg. NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	WONDERFUL WORLD OF GOOD MUSIC	Album & Stand.-Pop. & Talk	Melody Music with MBS World News on each hour and half-hour throughout the day.  Washington County Agricultural Agent - 6:45-7:00 AM Monday-Friday.  Official County School Bulletins, 6:00-8:00 AM every fifteen minutes and 1:00 and 1:15 PM Monday through Friday.  Seven locally produced Western Pennsylvania and Washington County News programs, each ten minutes in length, 7:35 AM, 8:05 AM, 8:35AM 12:35 PM, 3:35 PM, 6:05PM, 11:05PM  High level community service programs...live pickups Washington City Council meetings...Washington County Commissioners meetings..Town Hall type debates on area issues.  State Police and State Highway personnel make live reports throughout the day on highway conditions from respective offices.
7			
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			
6			
7			
8	TEEN TIME TUNES or LIVE SPORTS	Pop.-Contemp	DJ's, or in season... Pittsburgh Pirates Baseball Pittsburgh Steelers, University of Pittsburgh, Washington and Jefferson, local wrestling, Little League or Pony League Baseball, or basketball or football.
9			
10			
11			
M			
OVERALL TYPE		Album - Stand.-Pop.	

AM	PROGRAM	TYPE	COMMENTS
5			
6	RELIGIOUS PROGRAMMING	Relig.	
7			
8			
9			
10			
11			
N			
1			
2			
3			Life Line 3-3:15
4	COUNTRY MUSIC TIME	C & W	
5			
6			
7			Sunrise to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		Religious - C & W	

Religious and Country and Western with foreign language on Saturday and Sunday afternoons. Italian, Greek, German, Ukrainian, Lithuanian.

Indep.  
1250 kc  
5,000 w

-382-

Pittsburgh, Pa.  
**WTAE**

Indep.  
970 kc  
5,000 w

Pittsburgh, Pa.

**WWSW**

McGavren-Guild-PGW				Blair			
AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	TOM LYONS SHOW	Stand. Pop.	Farm news at 5:30 am. News every half hour. Weather, sports. For all-nite people	5	970 CLUB (from midnight)	Stand.	Relaxed, intimate style of Bill Nesbit.
6	PERRY MARSHALL SHOW	Stand. Pop.	One of the best-known personalities in the Pittsburgh area. Light and bright good morning type music--contemporary non-rock and standard albums and singles. Includes comprehensive news every half hour. Traffic reports, weather and sports.	6	GOOD MORNING TO YOU	Stand.	News 6-6:05, 6:30-35, 7-7:05 7:30-35, 7:55-8, 8:30-40, 9:30-35. Outrageous puns and gags, punctuated with sound effects...gen'l informal fun, good pop music & a generous sprinkling of amusing novelty tunes, frequent time, weather, traffic, sports with a big assist from News Editor Ray Schneider.
7				7	Dave Shallenberger		
8				8			
9				9			
10	ED PRICE SHOW	Stand. Pop.	Ed Price is a familiar personality in the Pittsburgh market. Tastefully selected contemporary non-rock and standard albums and singles geared to the housewives is the musical fare. News every half hour.	10	TUNE INN	Stand.	News 5 mins. on the hour. Housewives' and traveling salesmen's favorite with great, varied selection of good MOR music, Home & beauty hints, "Calendar of Events"...and easy, conversational style announcing. Folk Rhythms-12:20-1pm.
11				11	George Nichols		
N				N			
1	BILL HOWELL SHOW	Stand. Pop.	Bill Howell has been hosting programs on WTAE for ten years. His sharp wit combined with contemporary non-rock standard albums and singles entertain housewives every afternoon. News every half hour.	1	MELODY-GO-ROUND	Stand.	News 5 mins. on the hour. Knows good popular music from "A", You're Adorable" to "Zigeuner". Sings outside engagements as part of "Buzz and Bill" team. MC's frequently at civic and charitable functions.
2				2	Bill Hinds		
3				3			
4	BILL ADAMS SHOW	Stand. Pop.	Featuring popular non-rock music for the busy Pittsburgh commuters. Popular Bill Adams incorporates traffic reports, weather and sports information with humor. Comprehensive news every half hour.	4	RECORD HITS	Stand.	News 4-4:05, 4:30-35, 5-5:05 5:30-35, 6-6:15, 7-7:05 Sports 5:55-6, 6:30-35, 7:30-35. International Business News (Thurs)7:45-8. American History (Fri) 7:45-8. Program paced just right to pick up those afflicted by 4pm fatigue, keeps the weary motorist in mind.
5				5	Jim Fitzgerald		
6				6			
7				7			
8	BILL HILLGROVE SHOW	Stand. Pop.	Bill Hillgrove features contemporary non-rock and standard albums and singles throughout the evening hours and incorporates lots of weather information and comprehensive sports reports. News every half hour.	8	TONIGHT AT EIGHT	Stand.	News 8-8:05
9				9	GOLDEN HOUR	Pop. Classic.	News 9-9:05
10				10	ACCENT ON MELODY	Stand.	News 10-10:05; Education Dimension (Mon); Desn Moor (Tues) Jazz Scene, etc.
11				11	ALL STAR FINAL	Stand.	News & Sports 11-11:15
M				M	970 CLUB (to 6am)	Stand.	News 5 mins. on the hour.

OVERALL TYPE Standard - Popular

OVERALL TYPE Standard

News: 5 min. on the hour; 10 min. at 7, 8 am, 5 pm.  
Wall St. Report - 5:35 daily  
Earl Night  
Newscasters: Carl Ide, Ron Rininger, Hank Baughman, Earl Nightingale  
Mobile units and on-the-scene reports.  
WTAE Radio is known as the CASH CALL Station and as Pittsburgh's contemporary good music station. Programmed toward the young adult audience. Personalities are emphasized and heavily promoted. News and information are heavily stressed in the WTAE Radio format.

Four talented personalities vary their appearances on each segment from 8pm to midnight. George Bowes...with WWSW for 13 yrs...has vast knowledge of music. Ralph Wiethorn...over 12 yrs. at various stations throughout Pennsylvania. Ray Lehman, with WWSW since 1955. Bill Nesbit works the "970 Club" from 1-6am...relaxed, intimate style.

# PORTLAND

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.			
KEX	5	6-9:30a	25.	9:30-4p	26.	4-7p	18.	7-12m	12-5a	70%	50%		
	10	34.	23.		24.		17.		On Request				
	15	32.	21.		22.		15.						
	20	30.	19.		20.		13.						
	25	28.	17.		18.		12.						
	30		16.				11.						
KQW	6	16.	6-9a	14.	9-4p	16.	4-7p	12.	7-9p	15.	9-1a	60%	
	12	14.		12.		14.		11.					
	18	13.		11.		13.		10.					
	24	12.		10.		12.		9.					
KISW	12	36.	6-9a	34.	9-4p	36.	4-7p	34.	7-11p	16.50	11-6a	75%	50%
	18	35.		33.		35.		33.		16.			
	24	34.		32.		34.		32.		15.50			
	36	33.		31.		33.		31.		15.			
KOIN	10	33.25	-----7p			21.85	7-12m			See Card			
	15	31.50				20.70	5:30-6a						
	20	29.75				19.55							
	25	28.				18.40							
	30	26.25				17.25							
KPDQ	5	7.	ROS							5.			
	10	6.								4.75			
	25	5.50								4.50			
	50	5.								4.25			
KPOJ *	6	16.	6-9a	14.	9-4p	16.	4-7p	8.	10-12m	12-1a	Drive	50%	
	12	15.		13.		15.		7.50	5:30-6a	50% of daytime rates	-2.50		
	18	14.		12.		14.		7.			Day		
	24	13.		11.		13.		6.50			Eve.		
	30	12.		10.		12.		6.			-1.25		
	36	11.		9.		11.		5.50					
42	10.		8.		10.		5.						
KRDR	5	11.50	6-9a	9.50	9-4p	11.50	4-7p	9.50	7-----6a	75%	50%	-\$2	-\$2.50
	10	11.		9.		11.		9.					
	15	10.50		8.50		10.50		8.50					
	20	10.		8.		10.		8.					
	25	9.50		7.50		9.50		7.50					
30	9.		7.		9.		7.						
KWJJ	5	22.	7-10a	18.	10-3p	20.	3-6p			80%	50%		10%
	10	20.		16.	6-7p	18.							
	15	18.		14.		16.							
	20	16.		12.		14.							
	30	14.		10.		12.							
KXL	6	20.	6-10a	18.	10-3p	20.	3-6p	12.	6-----6a	80%	50%	5%	10%
	12	19.		17.		19.		11.					
	18	18.		16.		18.		10.					
	24	16.		14.		16.		8.					
KXXI	6	20.	6-9a	18.	9-4p	20.	4-7p	9.	7-12m	80%	50%		
	12	19.		17.		19.		8.50					
	18	18.		16.		18.		8.					
	24	17.		15.		17.		7.50					



Indep.  
1190 kc  
50,000 w

-384-

Portland, Oregon

**KEX**

NBC Affil.  
620 kc  
5,000 w

Portland, Oregon

**KGW**

Major Market Radio Golden West Brcdstrs. NAB RAB

Blair Radio King Stations NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM PROGRAM	Talk-Serv.	Reports on veg. produce mkts plus meat & poultry price indexes and trends.
6	KEEP TIME	Pop.-Stand.	Barney starts everybody's day off with a full measure of humor and music. His kind of humor is indescribable (unforgiveable, his wife says). Commuters smile and housewives giggle. Ol' Barn gives commuters a special help with the services of Captain Windsock (Ray Montee and his air traffic watch.
7	Barney Keep		
8			
9			
10	RIC THOMAS	Pop. Stand.	An affair to woo & wow them. "Uncle Wonderful" carries on a daily love affair with his multitudinous lady listeners He puts them through their paces doing babydoll exercises, pampers their psyches and makes them honorary bunnies in his Key Club.
11			
N			
1	BOB SWANSON	Pop.-Stand.	A bright potpourri of music and such features as "Lonely Hearts Club", "Movie Revue", Telephone Talents" and original comedy sketches. Bob is a professional musician and great entertainer. Something is always happening. Fast moving show.
2			
3			
4	DICK CROSS	Pop.-Stand.	A nimble wit who guides commuters home with the kind of fast-paced talk that makes you turn up the dial on your car radio. Music to prepare dinner by, pungent ad libs to take the tears out of onion-peeling. Can impersonate anybody.
5			
6			
7	ART SMART	Pop.-Stand. Jazz Int. Disc.	A distinctive young man with a sense of humor. An excellent jazz pianist, Art entertains his listeners on his electric Wurlitzer piano from the studio each evening An intellectual who gets to the meat of many subjects... some of the most interesting interviews turn up on "Night side". Art also specializes in helping listeners find lost dogs...you can see, there is never a dull minute with him.
8			
9			
10			
11			
M	RUSS CONRAD (to 6am)	Pop.-Stand.	A veteran of the light touch Music, comedy segments.

AM	PROGRAM	TYPE	COMMENTS
5			
	TOWN & COUNTRY	Service	Paul Alexander - only Farm Director in Portland radio.
6	HAL RAYMOND SHOW	Pop. Stand.	Raymond's forte is showmanship...originates several characters, most popular is "Essie McVey Tyler Crump". Weather, sports, time, ski & beach reports in season. 10 min. news on hr., 5 min. on half-hr. until 9am, then 7 min. on hour, 5 on half. Up-beat pop-stand. mix blended to give bright, happy sound.
7			
8			
9			
10	RAY HORN SHOW	Pop. Stand.	Ray Horn features low key, sincere sales delivery. "Horn's Harem" salutes each registered listener on her birthday and selects one to be "Homemaker of the Day". Files for "Harem" contain 21,000 names. 10 mins. News at 12 noon, plus 5 min. commentary by Jim Gross. Same music pattern as in A.M. show.
11			
N			
1			
2	JIM KELLEY SHOW	Pop. Stand.	Kelley is ardent golfer, skier, and fulltime character. Weather, beach/ski reports, time, traffic reports. News featured on hour and half-hour with extended 10 min. reports in drive time. 5 min. sports report by Doug LaMear at 5:35. Music pattern continues.
3			
4			
5			
6	JOHN HUMES SHOW	Pop. Stand.	Humes features same upbeat music and emphasizes information on evening activities in Portland - theater, sports events, etc.
7			
8			
9	FENWICK SHOW	Talk-Int. Disc. Tel. Part.	Open forum tel. talk show on which any subject may be discussed. Topics are introduced by callers. Fenwick prides himself in being informed on nearly every subject. Discussion often becomes heated on Portland's most popular "talk show". Wide variety of clients have found this show ideal for their needs.
10			
11			
M			

OVERALL TYPE Popular-standard

OVERALL TYPE Popular-standard

5 min. news on the hour. News headlines at :30. 15 min. newscast at 7am, 10min. at noon and 6pm. Exclusive reports from Bob Bruce at the State Capitol. 5 min. sports at 8:05am, sports headlines at 4:30pm, 10min. at 5:00pm Oregon St. Univ. football & basketball, Portland Beaver baseball. Largest radio news staff in Oregon. Leading sports station in Oregon. Public Service Features-"Spotlight on Education", "Talk With Your Governor", Tel. Q&A with Senator Morse & Rep. Wyatt; 4 hrs. religious programming. Interviews with Women's Dir. Kay West throughout the day.

NBC News on the hour. Staff of 4 provides KGW's audience with most complete local radio news coverage, backed up with regional feeds from sister stations KING in Seattle, and KREM, Spokane. Excellent signal strength accounts for wide coverage area.

Indep.  
910 kc  
5,000 w

Portland, Oregon  
**KISN**

CBS Affil  
970 kc  
5,000 w

-385-

Portland, Oregon  
**KOIN**

H-R	Star Station	NAB	RAB
AM	PROGRAM	TYPE	COMMENTS
5			
6	MIKE O'BRIEN	Stand.	A bright fresh voice with a built in smile, Mike came West & created a fun corner for "Good Morning". His fresh opinions on the day's news give Northwesters something to discuss.
7			
8			
9	TOM MICHAELS	Pop. - Contemp.	Tom uses his versatility to keep listeners laughing. "Granny" & "Gabby" are frequent guests on Tom's morning show. Always fresh & continually creative, he has a wide & devoted listenership. Tom is also one of the most creative production men in the Northwest.
10			
11			
N	BOBBY NOONAN	Pop. - Contemp.	Bobby is not only talented, but a great guy...a man you can depend on. He ties down a fun show with never a hitch. He's the kind of guy you'd like to take to lunch & many thousands of KISN listeners do!
1			
2			
3	ROGER W. MORGAN	Pop. - Contemp.	The wise man with the quip, Roger keeps the teen tops in entertainment. A man with "sell" in his voice, he's moved into the afternoon drive slot with cheers of approval from the audience & advertisers alike!
4			
5			
6			
7	DEX ALLEN	Pop. - Contemp.	A well-known voice in Seattle, & as far east as Pittsburgh, Dex swings with the young adults of the Northwest. Informed, bright breezy & funny, with a sharp word for the world... his bright engaging personality adds to his popularity & total audience!
8			
9			
10			
11			
M	PAT PATTEE	Contemp.	Pat is knowledgeable about racing, music & the all-night views-great salesman.

Henry I. Christal	NAB	RAB	
AM	PROGRAM	TYPE	COMMENTS
5			
6	RURAL ROUNDUP	Talk	Dean Norton
7	KOIN KLOCK	Stand. Pop.	"Live" - five musicians plus M.C. Koin Klock is the only radio show in the Northwest featuring a bright full-sound live combo & blends live music with up-to-the minute news, weather time & traffic reports, to get Portlanders off to a happier day. 6 - 8 a.m. - Blaine Hanks. 8 - 10 s.m. - Dean Norton.
8			
9			
10	ARTHUR GODFREY	Variety	CBS Feature - Arthur Godfrey plus guests.
11	HOUSE PARTY	Variety Pop.	Art Linkletter
	DEAN NORTON	Stand.	Up-tempo pop standard
N	NEWS-WEATHER	News	Bill Baldwin
	COME AND GET IT	Stand. Pop.	"Live" studio orchestra, Blaine Hanks
1	BANKER'S HOURS	Pop. - Stand.	Pop standards and some contemporary - no R & R-- comment, news and features.
2	Ed Banker		
3			
4			
5	NEWS, SPORTS, WEATHER	News	5 p.m. - Lowell Thomas - local weather, sports. Com-muter News-Business News
6	DINNER DATE	Pop. - Stand.	Album standards, smooth pops.
7	NEWS - SPORTS	Talk-News	World Tonight - CBS & Local news - Worldwide Sports
8	CONCERT HALL	Class.	Music of the Masters - specially written & produced by local writer.
9			
10	FIVE STAR FINAL SPORTS	News	Full 1/4 hr. local news plus 1/4 hr. J. Carpenter, Sports.
	PUBLIC SERVICE	Talk	Capitol Cloakroom-Washing-ton Week Mike Wallace
11	MINUTES FROM BROADWAY	Show & Movie	Music from latest Broadway hit shows.
M			

OVERALL TYPE Popular - Contemporary

6 - 9 a.m. News & Sports st :20 - 6 - 9 s.m. News at :40.  
9 - 4 p.m. & 12 midnight - 6 a.m. - Sports at :20. Banner-line news at :28 - News st :55 - 4 pm. - 6 pm. News & Sports st :20 - 4 pm. - 6 pm. News at :40.  
Contemporary, modern sound...owned and operated by one of the country's most successful radio operators, Don W. Burden. On-the-air salesmen are the strongest, highest paid in the market. Outstanding public service to the area since 1959!

OVERALL TYPE Popular - Standard

CBS News & Local News - CBS Dimensions  
CBS & local programming designed for active audience of modern adults.

Indep.  
800 kc  
1,000 w

-386-

Portland, Oregon

**KPDQ**

MBS Affil.  
1330 kc  
5,000 w

Portland, Oregon

**KPOJ**

Direct

Edward Petry

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	STRENGTH FOR DAY THE SOWER DR. CURTIS SPRINGER	Relig. Relig. Talk-Music	
7	HEAVENLY HARMONIES CONSERVATIVE VIEWPOINT CHAPEL OF THE AIR	Music Richard B. Cotton, Polit. Relig.	
8	PEACE FOR TODAY BIBLE FELLOWSHIP CHRISTIAN CRUSADE	Relig. Relig. Relig.	
9	KNOW YOUR BIBLE THE GOSPEL HOUR HEBREW CHRISTIAN	Relig. Relig. Relig.	
10	LIFE LINE CHRISTIAN JEW VOICE OF CHINA	Melvin Munn-News from Wash. Relig. Relig.	
11	BACK TO BIBLE THRU THE BIBLE BIOLA HOUR	Relig. Relig. Relig.	
N	HAVEN OF REST PASTORS STUDY AIR MAIL FROM GOD	Relig. Relig. Relig.	
1	DR. CURTIS SPRINGER SONGS FOR THE HEART	Talk-Music Music	
2	OUR DAILY BREAD LIVING MESSAGES SONGS FOR THE HEART	Relig. Relig. Music	
3	CHURCH CALENDAR SONGS FOR THE HEART BIBLE OUR TIME	News Music Relig.	
4	STORIES OF GREAT CHRISTIANS SONGS FOR THE HEART	Relig. Music	
5	NEWS FEATURES SONGS FOR THE HEART CONSERVATIVE VIEWPOINT	News Music Richard B. Cotton, Polit.	
6	KEYBOARD & CONSOLE	Music	
7	VOICE OF CHINA KEYS TO BETTER LIVING SOUND OF INSPIRATION	Relig. Relig. Music	
8			
9	PREACHER AT PIANO SOUND OF INSPIRATION	Music Music	
10			
11	ORGAN REFLECTIONS THE QUIET TIME	Music Relig.	
M			

OVERALL TYPE Religious

News - NANA Service every :30 in the afternoon.

Station of inspiration

AM	PROGRAM	TYPE	COMMENTS
5			
6	DICK NOVAK	Pop. Stand.	A pleasant combination of news, weather reports, anecdotes--all tied together with the light, bright sounds of music to fix breakfast and shave by.
7			
8			News - 30 7:30-8:00 - Vern Mueller & Arlan Walker 8am Weather (5 Mins)
9			
10	DICK KLINGER	Pop.- Stand Talk- Tel. Part.	The adult sound of modern music featured for home-makers. Talented Dick Klinger provides the music, news & fun, and Dayline from 11:05 to 12 noon. It is modeled after KPOJ's Niteline - with listeners participating, via telephone, in discussions of topics of broad interest to the community.
11			
N			
1			
2			
3	KEITH ALLEN	Pop.- Stand.	A seasoned air personality, packs creative imagination and extra preparation into every show.  News - 30 4:30-5:00 - Arlan Walker and Tom Jones. 5pm weather. Bill Stern. Sports Final.
4			
5			
6	NEWS BLOCK	Talk- News	6:15 Fulton Lewis Commentary; 6:30 Mutual News;
7	TOM JONES	Pop.- Stand.	KPOJ's nighttime comes alive with one of Portland's best-known performers.
8	NIGHTLINE Paul Rask	Talk- Tel. Part.	Listeners telephone - to air their satisfaction or dissatisfaction about any subject of general interest. Paul Rask fields questions and discusses whatever comes up with a great deal of aplomb.
9			
10		Pop.- Stand.	
11			
M	TOM JONES	Pop.- Stand.	(to lam)

OVERALL TYPE Popular - Standard

5 min. local news on the hour; 5 min. MBS news on the half hour; Weather Word - 15 min. past each hr; Sports Report - :45 past the hr. Mon. thru Sat., Sun 11am-8pm. News - 30, 7:30-8:05am Mon.-Fri., 4:30-5:05pm Mon.-Fri. World Today - 6:35 - 7:00 Mon.-Fri. All University of Oregon football games. Full schedule of Portland Buckaroo hockey games.

Indep.  
1,230 kc  
1,000 w day  
250 w night

Portland, Ore.  
**KRDR**

ABC Affil.  
1080 kc  
50,000w day  
10,000w night

-387-

Portland, Oregon

**KWJJ**

Raymer

Alan Torbet Assocs.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	DAN MAC DONALD SHOW	C & W	Dan MacDonald's Monday-Saturday 5 to 9 AM show is a must for Portland's country music listeners. Dan's lively and bright program features a carefully selected music format along with 3-minute news on the hour and half hour plus hourly sports and weather.
6			
7			
8			
9	ED LEAHY SHOW	C & W	Ed Leahy playing only the best in country and western music. Leahy is also KRDR's news director and presents a highly rated 15-minute news commentary at 12 noon.
10			
11			
N	HECK HARPER SHOW	C & W	Heck Harper is probably the dean of C & W music personalities here in the Portland area. Harper is seen daily on Portland TV and appears regularly with his horse Jody at all major outdoor functions, including the famous Portland Rose Festival
1			
2			
3	COUNTRY DON LANE	C & W	Don Lane, who also doubles as KRDR's Music Director, has been a long-time favorite of country fans in the Portland area. His easy-to-listen-to afternoon show has shown consistently high in all audience surveys and probably carries more local advertising than any other Portland station's afternoon segment.
4			
5			
6			
7	CHRIS MARKS SHOW	R & R	Chris Marks has taken Portland's young adult market by storm. With a careful blend of modern rock and roll Chris' telephone and mail response has been fantastic. With Portland's only other young adult format, advertisers have used Chris with outstanding results, a must for this audience segment.
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

2 min. news at :57 and :27  
1 min. Sports at :15  
1 min. weather at :45  
KRDR is the original all C & W station in the Portland market, features all of the top C & W western personalities in the Portland market.

AM	PROGRAM	TYPE	COMMENTS
5	DANNY DARK (from midnight)	C & W	Lively Danny winds up all-night music show. State-wide audience.
6	TOM PHELAN	C & W	Phelan's bright personality and the KWJJ "top 50" format are great Portland favorites. ABC News is heard daily at 6, 7 and 8am, plus George Sanders with local and regional news at 7:25 and 8:25.
7			
8			
9	SAMMY TAYLOR	C & W	Taylor, who also doubles as KWJJ's Music Director, is the most highly rated DJ on the staff. In 1961, he was selected in a nationwide poll as America's best.
10			
11			
N	TOM PHELAN	C & W	The 12 noon presentation of Paul Harvey News via ABC has been a strong segment for KWJJ.
1			
2			
3	BILL RACKLEY	C & W	Bill emcees our well-attended C&W shows that draw from 4,000 to 6,000 fans every 2 mos. Sanders' 5-5:15news is exclusively local & regional. A long-time feature.
4			
5			
6	LEO ERICKSON	C & W	This warm, friendly guy is a "top-gun" host.
7			
8			
9			
10			
11			
M	DANNY DARK	C & W	Highly regarded C&W personality, moved from S. Dakota to KWJJ and aud. zoomed.

OVERALL TYPE Country & Western

5 min. news hourly. ABC News features and personalities presented throughout the broadcast day. KWJJ presents the "Modern Nashville Sound" with personalities who are long time adult favorites in Portland.



Indep.  
750 kc  
50,000 w

-366-

Portland, Oregon

**KXL**

Indep.  
1520 kc  
50,000w day  
10,000w night

Portland, Oregon

**KYXI**

McGavren-Guild-PGW

NAB RAB

Robert Eastman

AM	PROGRAM	TYPE	COMMENTS
5	MORNING SHOW	Pop.- Stand.	Bright, fully orchestrated popular standards with frequent time, temperature, weather and news. Commercial clusters at 10 min. intervals. 7:00 & 8:00 - John Salisbury News, News and Commentary in depth by Freedom Foundation award winner Salisbury.
6			
7			
8			
9	SERENADE IN THE MORNING	Stand. Pop.	Smooth, lushly arranged and newly recorded standard-popular music from the selected albums with news on the hour and weather on the half-hour.
10			
11			
N	SERENADE IN THE AFTERNOON	Stand. Pop.	Smooth, lushly arranged and newly recorded standard-popular music from selected albums, with news on the hour and weather on the half-hour.
1			
2			
3			
4	LIMELIGHT	Pop.- Stand.	Brighter popular-standard tempos again for late afternoon traffic times, then to the lush and beautiful standards for dinner hour. Music at 6:00 till sign off. News on the hour and weather on the half-hour.
5			
6			
7			
8	6 a.m. to local sunset		
9			
10			
11			
M			
OVERALL TYPE		Pop.- Stand.	

AM	PROGRAM	TYPE	COMMENTS
5	DAYBREAK	Stand. Pop.	Bright, up-tempoed music. Standards, memory tunes and pop. Time checks every 2 or 3 minutes. Weather & road reports frequently. Stock market and Business news at 8am. Five min. news on the hour and half-hour, except 10 min. at 7:30am. UPI news wire, plus UPI Audio.
6			
7			
8			
9	MID-MORNING MELODIES	Stand. Pop.	Introduces some show tunes, along with popular and memory music, with a well-known appeal to housewives. Accent is sparkling strings, the majority instrumental, frequently spiced with ballads. News on the hr.- Educational news at 10:30am.
10			
11			
N	MUSIC MATINEE	Stand. Pop.	Additional variety of music for the homemaker, emphasizing nostalgic ballads by such artists as Doris Day, Andy Williams, Jack Jones, Ed Ames, and instrumentalists as Percy Faith, Frank Chacksfield, Ferranti & Ticher, Roger Williams, Lawrence Welk, Bert Kaempfert, etc.
1			
2			
3			
4	LIMELIGHT	Stand. Pop.	Accomplishes a transition into a faster tempo for the afternoon and evening traffic hours. Features a variety of better music, often with large fully orchestrated groups, but never brassy or far-out jazz. Five-min news on the hour and half-hour, with 10-minutes at 5:30pm.
5			
6			
7			
8	CANDLELIGHT & GOLD	Album	Smooth, lushly arranged familiar music. Sparkling strings, memory tunes. Nostalgic ballads & newly recorded standard popular music, never loud or brassy.
9			
10	GASLIGHT	Album	In a more subdued mood, including some jazz by artists as George Shearing. Better new releases, select vocalists, lush instrumentals. Music with the velvet touch.
11			
M	MOONLIGHT METROPOLITAN (to 5am)	Album	Wide variety of subdued music, strings, muted brass, softer combos.
OVERALL TYPE		Standard-popular & Album	

5 min. news on the hour; 1 min. weather on half-hour; 15 min. news 7:00 and 8:00 A.M.  
KXL is a better music, quality news operation with excellent community image. Music is programmed in 10 min. segments with commercials clustered between. The station is active in civic affairs, presents controversial issues, and editorializes upon occasion.

Newscasts are five minutes in length on the hour. 10 min: 7:30am, 12 Noon, 5:30pm.  
All continuity is produced before going on the air.  
Ratios:  
Traffic times: 90% pops from last 5 years  
10% old standards  
10am-4pm 60% recent pops (last 5yrs)  
40% old standards  
All other times 30% recent pops  
70% old standards



# PROVIDENCE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
WBAW	5	22.	6-10a	16.	10-3p	19.	3-7p	14.	7-10p	6.00	10-6a	80%	50%		
	10	21.		14.		18.		12.50		5.50					
	15	20.		13.		17.		11.75		5.00					
	20	19.		12.		16.		11.00		4.50					
WHIM	6	12.	6-10a	11.	10-3p	12.	3-7p					80%	50%	10%	15%
	12	11.		10.		11.									
	18	10.		9.		10.									
	24	9.		8.		9.									
	30	8.		7.		8.									
WICE	12	22.	6-----3p		25.	3-9p		12x 18.				85%	65%	4%	8%
	18	20.			23.			18x 16.							
	24	18.			20.			24x 14							
WJAR	5	25.	6-9a	20.	9-4p	25.	4-7p	15.	7-12m	5.00	12-6a	80%	50%	5%	10%
	10	20.		18.		20.		12.							
	15	19.		16.		18.		10.50							
	20	18.		15.		17.		10.							
	25	17.		14.		16.		9.50							
	30	16.		13.		15.		9.							
WLKW	5	15.	6-----6p					7.50	6-8p			80%	50%		5%
	10	14.						7.							
	20	13.						6.50							
	30	12.						6.							
	40	11.						5.50							
	50	10.						5.							
WPRO	6	58.	6-10a	36.	10-3p	58.	3-7p	22.	7-----12m			80%	60%		8%
	12	48.		33.		48.		18.							
	18	46.		32.		46.		17.							
	24	44.		30.		44.		16.							
	30	41.		29.		41.		14.							

CBS Affil.  
790 kc  
5,000 w

-390-

Providence, R.I.  
**WEAN**

MBS Affil.  
1110 kc  
1,000 w day

Providence, R.I.  
**WHIM**

Henry I. Christal

NAB RAB

Adam Young

Golden Gate Corp.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	ED PEARSON'S OPEN HOUSE	Pop. Stand.	Rhode Island's top on-the-air salesman...with music, news, weather, special features... AND commercials delivered in that easy inimitable Ed Pearson style.
6			
7			
8			
9			
10	RAY SJOBERG'S SUNDIAL	Pop. Stand.	Quietly witty, solid air salesman, with a neighborly mix of music, contests and news. Ray hosts telephone talk show WEAN "Bird Watching Society".
11			
N			
1	ARTHUR GODFREY TIME	Variety	CBS Network
2	JIM YOUNG'S CLUB 79-0	Pop. Stand.	Jet-smooth Jim Young sparkles through the afternoon with lively music, news and weather...sales appeal for the young in heart.
3			
4			
5			
6	NEWS AND INFORMATION BLOCK	Talk News	Journal-Bulletin, CBS news; local and network sports; commentaries; Lowell Thomas, Harry Reasoner.
7			
8	MELODY CAROUSEL	Pop. Stand.	Bright popular & standard Show tunes and occasional light concert included.
9			
10	PUBLIC AFFAIRS PROGRAMS	Talk. Int. Disc.	Mon. "Radio Press Conf." Wed. & Fri. "R.I. Newsbeat" "Capitol Cloakroom", etc.
11	DREAMTIME	Album	Lush instrumentals - some vocal - some mood.
M	Don Rogers		

OVERALL TYPE Popular- Standard

News on the hour. News on the hour and half-hour during commuter periods. CBS Dimension features on the half-hour several times a day. In season - WEAN broadcasts: Boston Red Sox baseball - Boston Celtics basketball - New York Giants football. Also Metropolitan Opera. In winter and fall WEAN broadcasts monthly concerts by R.I. Philharmonic.

AM	PROGRAM	TYPE	COMMENTS
5			
6	BOB CUSACK	C & W	A newcomer to the WHIM scene, local personality Bob Cusack is well known for his outstanding air work in the market over 10 years. As president of the area's Muscular Dystrophy Chapter, Bob has made thousands of friends. Every morning he's bright, entertaining and informative.
7			
8			
9			
10	AL RUSSELL	C & W	Program Director Al Russell heads up WHIM's personality team. He's the lead-off man on the team that makes WHIM a strong #2 between 10 and 3 daily, according to the recent ARB ratings.
11			
N			
1	ED HORNE	C & W	Witty, versatile Ed Horne carries the early afternoon segment. People have learned to listen attentively so they don't miss a single "Bon Mot".
2			
3	TONY POTTER	C & W	Quick, bright, young Tony Potter moves his drive-time segment through the fastest 3 hours of the day. According to his fan mail, we think nearly everyone drives home with the "Tea-Pot".
4			
5			
6	LEE FRAZIER	C & W	When it comes time to relax a bit, listeners in this area have found that soft spoken Lee Frazier has the manner, the tone, and the style they like. Lee holds forth until Sign Off, and his phone calls and fan mail indicate there are a great many listeners hanging onto every word.
7			
8			
9			
10			Sunrise to local sunset
11			
M			

OVERALL TYPE Country & Western

Cy Killian Sports twice per day, Mutual News, and the WHIM music format combines the best of modern Country Music with it's own brand of Pop-Country selections, is combined to fill the needs of our vast Country Music Audience.

Indep.  
1290 kc  
5,000 w day  
1,000 w night

Providence, R.I.

**WICE**

Eastman      Musquehanna Station      MAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	AL FRASER (from midnight)	Pop. - Contemp. Stand.	Popular music
6	KING ARTHUR KNIGHT	Pop. - Contemp. Stand.	Bright, happy, get-up music plus telephone surveys. News, 5 min. every 15 min. with News Director John Kennedy, Special Events Director Dave Pearce, Mobile Reporter George Hyde; Cash Call Contest; special staff of meteorologists.
9	BOB DeCARLO	Pop. Contemp. Stand.	Grocery Bill - Bonanza. "Dance with DeCarlo", "Dishwashing Serenade". Cash Call Contest; John Kennedy, Dave Pearce News; exclusive weather forecasting service.
N	GENTLEMAN JIM PRIDE	Pop. - Contemp. Stand.	Munch Your Lunch Club; Sandwich Receipts; Charles Scovil, George Hyde News; exclusive weather forecasting service.
3	DON BERNS	Pop. Contemp.	Information every 15 min. News, sports, weather with Charles Scovil, J.Kavanagh. Cash Call Contest. Top 40 countdown once per week. Guests: Windy South, the weather girl-- Gabby, the sales manager-- others.
7	MIKE "SURFER" SANDS	Pop. - Contemp.	Popular music "Battle Line" - "Laugh Contest" - Surfing tips, high school and college reports. Jack Kavanagh with News.
M	AL FRASER (till 6 a.m.)	Pop. - Contemp. Stand.	Popular music. Cast of thousands.

OVERALL TYPE      Popular - Contemp.

5 min. news at 6, 6:15, 6:30, 6:45, 7, 7:15, 7:30, 7:45, 8, 8:15, 8:30 and 8:45 a.m. Also at :45 from 9 a.m. to 6 a.m. News headlines at :15 from 9 a.m. to 6 a.m. Instant information at 4, 5 & 6 p.m. Sports report at 4:30, 5:30 p.m. "The Station of the Stars". Major audience participation promotions. Won the second annual UPI Editorial Award for an outstanding series of Editorials, demonstrating WICE Radio's dedication to the community it serves. Largest Radio-only News department in So. New England.

NBC Affil.  
920 kc  
5,000 w

-391-

Providence, R. I.

**WJAR**

McGavren-Guild-PGW      Outlet Co.      NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	JIM MENDES (from midnight)	Stand. Pop.	Billboard... "The major DJ influencing album sales in the Providence market".
6	THE MORNING REPORT	Talk News Info.	All news and information... 3 on-air newsmen, plus back-up editors, tape men, etc. Traffic airplane - news cruiser reports & NBC News (two 15 min. reports each morning) & NBC News on the hour.
9	JOE PYNE SHOW	Talk Int.	Provocative radio at its best & Providence loves it.
10	TALK BACK Jack Comley	Talk Tel. Part.	Listeners have the opportunity to sound off about "that rude Joe Pyne". A natural follow up for Joe.
N	DICK PACE SHOW	Stand. Pop.	Streisand, Sinatra, Tony Bennett, Peggy Lee... the music that Dick likes best. The kind of music listeners know they'll hear on WJAR/92
2	TALK BACK Jack Comley	Talk Tel. Part.	Always lively. Comley is a man who speaks his mind on any and all subjects.
4	DICK PACE SHOW	Stand. Pop.	Good, swinging, "William B. Williams" type DJ show.
6	WJAR NEWS FINAL	Talk News	Full hour of local, NBC news & features. Area's largest broadcast news department
7	OPEN LINE Dick Pace	Talk Tel. Part.	Emotions often run high when listeners question Dick or his guests.
9	GENE DE GRAIDE SHOW	Stand. Pop.	Gene has acquired a loyal following of listeners & sponsors. His nightly programs are sold out. Some advertisers have been with him continuously for over 8 years. A great salesman & a real talent at choosing the music for "night people".
M	JIM MENDES SHOW (till 6 a.m.)	Stand. Pop.	A man of great talent & musical knowledge - has written many jazz programs.

OVERALL TYPE      Stand. - Pop.

World & Nat'l. news on the hour from NBC Network. Week-ends, there's Monitor. Brown University football in the fall. University of Rhode Island basketball in the winter. Newport Jazz & Folk Festivals in the summer & America's Cup Races. Local News is gathered by area's largest broadcast news dep't. World & Nat'l. News is heard on the hour from the NBC Radio Network, followed by Local News.

Indep.  
990 kc  
50,000 w

-392-

Providence, R.I.  
**WLKW**

Indep.  
630 kc  
5,000 w

Providence, R.I.  
**WPRO**

Edward Petry Radio Rhode Island NAB

Blair Capital Cities Bdcstg. NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	DEL O SHOW Del Olmay	Stand.- Pop.	
6	NEIL GUERTIN SHOW	Stand. Pop.	Intelligent, adult approach in comments about music and artists. Close rapport with audience by his observations on local events and prople. Bright, beautiful, big-sound music from Broadway to Tijuana Brass. News every half hour; weather <u>before</u> every news broadcast. Sports capsules report at 7:15 am, 7:45 am.
7			
8			
9			
10	TONY'S SHOW	Stand. Pop.	The Phrase "This is Tony" has become the identification for WLKW's popular mid-day personality. Music is light.
11			
N	GEORGE ALLEN SHOW	Stand.- Pop.	"TLC" - George uses the phrase "TLC" (Tender Loving Care) to profile his show. Music just like "Tony's".
1			
2			
3	JAY BELLIS SHOW	Stand.- Pop.	A musician on his own time, Jay knows music and the right way to present it to thousands of New Englanders during the afternoon traffic segment. News every half hour. Weather <u>before</u> every news broadcast. Sports capsules at 4:45 and 5:15 p.m.
4			
5			
6			
7			Sign-off at sunset.
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	THE ALL NIGHT SHOW (from midnight)	Pop.- Contemp.	
6	"SALTY" BRINE SHOW	Pop.- Contemp.	"Salty" Brine on WPRO for 24 years. Very influential with children as well as teens and adults.
7			
8			
9			
10	CHARLIE JEFFERDS SHOW	Pop.- Contemp.	If you have a product to sell to the ladies...by all means... let Charlie do it for you... or "Mary Margaret McNutt". (That's Charlie in disguise).
11			
N			
1			
2	VIK ARMEN SHOW	Pop.- Contemp.	Before coming to the United States and joining WPRO, Vik Armen was a big favorite of Canadian radio audiences. Vik worked at stations in Edmonton, Alberta; Winnipeg, Manitoba; Ottawa, Ontario; and Toronto, Ontario.
3			
4			
5			
6	JOE THOMAS SHOW	Pop.- Contemp.	"Dynamic" is the word. Joe drives over the expressways in a Cadillac Hearse with leopard skin curtains. A major factor in Providence radio, he puts "muscle" in night-time radio. You know he's there -- and you know where. His radio back-ground includes Las Vegas and Boston.
7			
8			
9			
10	ANDY JACKSON	Pop.- Contemp.	Although Andy studied law at Bryant College, he'd rather do his talking on the air. He's mighty convincing, too.
11			
M	THE ALL NIGHT SHOW	Pop.- Contemp.	(to 6am)

OVERALL TYPE Standard-Popular

OVERALL TYPE Pop.-contemporary

Station known as "THE BIG SOUND" with all personalities delivering commercials with authority, clarity and warmth. News - 2 times per hour. (Headlines on the hour/complete newscast on the half hour)  
WLKW broadcasts University of Rhode Island football in the fall season.

AM/FM combined-FM continues AM format after sunset-24 hours a day.

5 minute Newscasts on the hour.  
Headlines on the half hour.  
Complete Weather forecasts every 10 minutes.  
Sports Show, Monday-Friday 5:20pm

# RICHMOND

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WANT	6	12. 7-9a	9.50 9-4p	12. 4-7p	9.50 Other		80%	50%	5%	10%
	12	11.	9.	11.	9.					
	18	10.	8.50	10.	8.50					
	24	9.	8.	9.	8.					
	30	8.	7.	8.	7.					
WEST	6	13. 6-9a	11. 9-4p	13. 4-7p	11. Other		80%	60%		
	12	12.	10.	12.	10.					
	18	11.	9.	11.	9.					
	24	10.	8.	10.	8.					
	30	9.	7.	9.	7.					
WENZ	6	12. 6-9a	10. 9-3p	12. 3-6p	10. 6-12m		Drive	50%	-50%	-\$1
	12	11.75	9.75	11.75	9.75		-2.50			
	18	11.50	9.50	11.50	9.50		Other			
	24	11.25	9.25	11.25	9.25		-2.			
	30	11.	9.	11.	9.					
WGOB	5	11. 6:30-9:30a	10. 9:30-4p	11. 4-6:30p	10. Other		See Card			
	10	10.50	9.50	10.50	9.50					
	15	9.50	8.50	9.50	8.50					
	20	8.50	8.	8.50	8.					
	50	7.50	7.	7.50	7.					
WRNL	6	15. 6:30-9a	10.50 9-4p	15. 4-7p	10.50 7-12m	4. 12-5:30	70%	50%	-\$2	-\$3
	12	14.	10. 5:30-	14.	10.				(except 12-	
	18	13.	9.50 6:30a	13.	9.50				5:30a)	
	24	12.	9.	12.	9.					
WRVA	6	43. 6-10a	29. 10-4p	38. 4-7p	19. 7-12m	6. 12-5:30	80%	50%	6-10a & Day	
	12	40.	28. 5:30-6a	35.	18.				-\$3	-\$6
	18	37.	26.	32.	17.				4-7p & Eve.	
	24	34.	24.	29.	16.				-\$2	-\$5
	30	31.	22.	26.	15.					
WTVR	6	15. 6-9a	12. 9-4p	15. 4-7p	12. 7-----6a		80%	50%	10%	15%
	12	14.	11.	14.	11.					
	18	13.	10.	13.	10.					
	24	12.	9.	12.	9.					
	30	11.	8.	11.	8.					
40	10.	7.	10.	7.						
WXGI *	13	11.20	All periods				7.90			
	26	10.60					7.55			
	52	10.					7.20			
	78	9.40					6.85			
	104	8.85					6.50			
	156	8.25					6.15			
	260	7.65					5.80			
	312	7.10					5.45			
624	6.50					4.70				
1000	5.60					4.45				



Indep.  
990 kc  
1,000 w

-394-

Richmond, Va.  
**WANT**

Indep.  
1320 kc  
1,000 w

Richmond, Va.  
**WEET**

Dore & Allen

Meeker

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	SUNRISE SPIRITUALS	Gospel	Devotionals and the offering of the finest gospel music and hymns.
7	RISE 'N SHINE Tiger Tom Mitchell	R & B	The WANT eye opener. Tiger Tom directs the show, often with a two-man bit, info., small local news, school info., interspersed with the top music-lucky quizzes
8			
9	MORNING SPIRITUALS	Gospel	Period of meditation with gospel singing artists, with songs of worship.
10	HOUSE OF HAPPINESS Tiger Tom Mitchell	R & B	WANT's homemakers show... for two solid hours the music, news and tips for the ladies on home and herself pour a cup of good, exciting radio listening.
11			
N	SWINGIN' GENTLY Toni Allen	R & B	It rocks and swings - light jazz with top names in jazz pops and rhythm.
1	AFTERNOON OF SPIRITUALS	Gospel	Doris Ann Allen - This heart warming segment is filled with poetry, etc.
2	THE TOP JOCK SHOW	R & B	This is the new 1966 show in Richmond. And a tremendous bit it is as the TOP JOCK goes to work. He really jocks from the saddle, but keeps it smooth and filled with the personal side of radio. His SOUL TRAIN and QUICK PICK LINE literally keeps the listener on the radio.
3			
4			
5			
6			
7			Sunrise to local Sunset
8			
9			
10			
11			
M			

OVERALL TYPE R & B - Gospel

News at :55

AM	PROGRAM	TYPE	COMMENTS
5			
6	YAWN PATROL John Martindale	C & W	
7			
8			
9	MORNING SHOW David Shearer	C & W	
10			
11			
N	MATINEE David Shearer	C & W	
1			
2	ROAD SHOW Glenn Richards	C & W	
3			
4			
5			
6			
7			6am to local sunset
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

5 minute news on the hour.  
Headlines on the half-hour.  
Sports at quarter past the hour.  
Weather news quarter of the hour.  
All hours formatted with Hymn of the Hour, Two of the "Top Ten", four of the "Top Thirty", Two classics, Two "Previews", one 5-minute newscast.

Indep.  
1450 kc  
1,000 w day  
250 w night

Richmond, Va.  
**WENZ**

Indep.  
1590 kc  
5,000 w

-395-

Richmond, Va.  
**WGOE**

Bernard Howard

NAB

Stone

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	ROLL JORDON Everett Dudley	Gospel	Morning Prayer - Spiritual and Gospel music.
6	EARLY BIRD SHOW Meat Ball	R & B	Wakes up the Richmond Negro community with cheerful patter, news, sports, weather checks, time.
7			
8			
9	HOMEMAKERS SHOW Bro. Christian	Gospel	Live interviews mixed with Spiritual and Soulful music, guests are expert on subjects concerning homemaking, civic affairs, and topics of interest.
10			
11			
N	MIDDAY MATINEE Willie Poe	R & B	For the ladies with fast paced sweet talk.
1			
2			
3	THE BIG BEAT SHOW Jo-Jo	R & B	Double Talk Chatter, Crazy Sayings, and great commercial pitch, top 20 R & B.
4			
5			
6	SOUND OF SOUL The Hawk	R & B	Swings with R & B from 6 - 9 PM; slows the pace with soulful blues from 9-11; Jazz hour from 11-Midnight.
7			
8			
9			
10			
11			
M	DAWN PATROL The Demon (till 5AM)	R & B	Requests from near and far all night; you name it, we play it.
	OVERALL TYPE	R & B	

AM	PROGRAM	TYPE	COMMENTS
5			
6	GENTLEMAN JIM	Pop. Contemp	WGOE programs a continuous format with Emphasis on music. All air-men are natural. Ours is the only easy going adult approach to pop & rock music. <u>Very</u> strong with young adults & teens. WGOE is the <u>only</u> Richmond sta. with the same personalities since 1964, helping us to keep a <u>loyal</u> listening audience. We are #1 with <u>local</u> sponsors in quality, quantity and service. We have to be.
7			
8			
9			
10			
11			
N	BACHELOR BILL	Pop. Contemp	
1			
2			
3			
4	JESS DuBOY	Pop. Contemp	
5			
6			
7			
8			
9			
10			
11			
M			
	OVERALL TYPE	Pop.-Contemp.	

6 AM to 7 P.M.

News & Sport show at :29  
Complete news at :55

Richmond's only 24 day Negro Programmed Station.

CBS Affil.  
910 kc  
5,000 w

-396-

Richmond, Va.  
**WRNL**

NBC Affil.  
1140 kc  
50,000 w

Richmond, Va.  
**WRVA**

Edward Petry NAB RAB

McGavren-Guild-PGW NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	SOUND SERVICE	Stand. Pop.	Bright, early-morning wake up type of music. Morning devotions at sign on. Merit salute to outstanding citizen 7-9. Friendly Fellowship (religious) at 8:30.
6			
7			
8			Poetry feature between 9-10. Ken joined WRNL in 1965. He's a well known Virginia broadcaster, having worked in Roanoke and Lynchburg before establishing himself in the Richmond market.
9			
10	ARTHUR GODFREY TIME	Variety	Recorded from CBS 9:10-10, played back 10:10-11:00.
11	BIRD WATCHERS SOCIETY AT RANDOM	Talk Std-Pop.	Ed Cobb Standards and best of contemp
N	NEWSCOPE	News	news feature
1	CONTRAST	Stand. Pop.	Davis in mobile unit outside and Sposa inside.
2			
3	ED COBB SHOW	Stand. Pop.	Standards and the best of the contemporary best sellers The tempo is up - with the pattern of the listener's life. The driver's benefit from the "Air Traffic Reports" and the housewife is busy with dinner.
4			
5			
6	NEWS BLOCK	Talk-News	Cronkite-Reasoner-Lowell Thomas - Stock Reports, News World of Sports, Outdoors, Business news, Dimensions.
7			
8	NIGHTBEAT	Stand. Pop.	Standards and the best of the contemporary best sellers. The tempo is up.
9			
10			
11	NEWSCOPE 11	News	News feature.
	NIGHTWATCH	Stand. Pop.	Standards and contemporary hits - music more subdued than on Nightbeat.
M	Bob Mills		
OVERALL TYPE		Standard - Pop.	

AM	PROGRAM	TYPE	COMMENTS
5	GOSPEL HOUR	Relig.	
6	ALDEN AAROE SHOW	Pop. Stand.	Alden, for years, has been waking Richmonders over WRVA-Radio with friendly chatter, helpful hints, refreshing music and suggestions on products and places to shop. During Alden's show there are two 15-min. news reports at 7 and 8am. along with reports on the half hour and trafficopter reports from 7:30 to 8:30.
7			
8			
9			
10	MUSIC ROOM	Pop. Stand.	A woman wants gentle music, but also world, local and state news backed by helpful hints to ease her housework. That's what Harry Wood provides. NBC Emphasis
11	Harry Wood		
N	NOON NEWS ROUNDUP	Talk News	Central Va's most complete noon news. Farm market - business reports, features.
1	OPEN FOR OPINION	Talk-Tel. Part.	Controversial guests, topics of interest and genial host draw a large audience. Callers give their opinions.
2	Larry Dodd		
3	CONTACT	Pop. Stand.	Richmonders wrapping up the work day and returning home make Contact with Wayne Lemon; over 6,000 are members of Wayne's Road Rover Club. Listeners at home & on the road turn to WRVA for the Trafficopter reports that help them find the quickest and safest way home.
4	Wayne Lemon		
5			
6	6PM NEWS ROUNDUP	Talk-News	WRVA & NBC join to provide comprehensive news.
7	GASLIGHT	Pop. Stand.	Melodies that stir the memories with Harry Wood, 28 yr. vet of radio, in a manner to suit the mood of the evening. WRVA & NBC News and info.
8	Harry Wood		
9	MUSIC ROOM	Pop. Stand.	Music for the late evening audience with soothing sounds for must listening.
10	Harry Wood		
10	WORLD TOMORROW	Talk	
	BACK TO THE BIBLE	Relig.	
11	NEWS & NIGHTWATCH	Talk Music	Bits of philosophy, passages of poetry, and inspirational sounds for must listening
M	MUSIC TIL MORNING	Show Stand.	Old favorites - show tunes-music from the pens of the world's greatest composers.
	Lou Dean		
OVERALL TYPE		Popular-standard	

WRNL Radio is Richmond's prestige adult station. Owned by Richmond Newspapers, Inc. Community services stressed. Richmond Braves baseball; Va. Tech. & high school football; Univ. of Richmond & other college basketball. 5:55am-Farm Market Report. Local news-5:30, 6, 6:30, 7, 7:30, 8, 9:30, 10:09, 11:09am, 12, 1:09, 2:09, 3:09, 4:09, 4:30, 5, 5:30, 6, 8:30, 9:05, 9:30, 10:05, 10:30, 11, 12, 12:30, 12:55. Weathergram at 7:15. CBS News 9, 10, 11am, 1, 2, 3, 4, 5:45, 7, 8, 9, 10pm. Dimensions are at- 11:35, 12:30, 1:30, 2:30, 3:30, 6:25, 6:40.

NBC News on the Hour.  
NBC Emphasis  
Farm News - 6:05am, 1:45pm  
Sports News - 6:15-6:25pm  
Trafficopter Reports - 7:30, 8:30am & 4:40, 5:40pm  
Daily Business Trends 5:55pm

ABC Affil.  
1380 kc  
5,000 w

Richmond, Virginia

**WTVR**

Indep.  
950 kc  
5,000 w

-397-

Richmond, Virginia

**WXGI**

Direct NAB

Gill-Perna

AM	PROGRAM	TYPE	COMMENTS
5	MORNING MOODS	Pop. Stand.	Mood music for the early riser.
6	BOB GILMORE SHOW	Pop. Stand.	Agric. Mkt. reports - local news - Farm weather & news. Interviews.  Bright, happy personality show, including frequent time and weather checks, traffic reports, local news, sports and national news. Light and lively with special features for the housewife.
7			
8			
9			
10	BREAKFAST CLUB	Variety	Network
11	BILL MOSS SHOW	Pop. Stand.	Light & lively with special features for the housewife.
N	PAUL HARVEY NEWS	Talk	News round-up.
1	JOE KNUCKLES SHOW	Pop. Stand.	Light & lively popular music with special features directed toward the housewife. Friendly conversational approach between records, together with time, weather, sports, frequent traffic reports and the late breaking local and national news.
2			
3			
4	BILL JAMES SHOW	Pop. Stand.	Light and lively popular music.
5			
6			
7	NEWS BLOCK	Talk News	News & sports, with Alex Drier, Tom Harmon, Edward P. Morgan, Chris Schenkel.
8	Personality to be announced	Pop. Stand.	Light and lively music designed for the listener at home and on the go. Time, weather, sports, local and national news.
9			
10			
11			
M	NIGHTTIME (to 5am)	Pop. Stand.	Light, easy to listen to music, for the all-night listener.
OVERALL TYPE		Popular standard	

AM	PROGRAM	TYPE	COMMENTS
5	COUNTRY STORE	C & W	6am Farm Show
6			
7			
8			
9			
10	HYMNS	Relig.	
11	COUNTRY STORE	C & W	11am Lost and Found
N			
1			
2			
3	HYMNS	Relig.	
4	COUNTRY JUNCTION	C & W	4pm SPCA Report 5:30 News, Weathervane
5			
6			
7			5am to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		Country & Western	

ABC News generally at :55 and news and/or sports usually at :25. Local news frequently on the hour.

Popular standard music, with heavy emphasis upon local news gathered by the WTVR news staff.

Headlines every hour on the half-hour.  
Weather every 5 minutes.  
Time checks after every record during morning.  
5 minute news summaries five minutes before the hour.

# ROCHESTER

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WBBF	3	55. 6-10a	40. 10-3p	50. 3-7p	26. 7-12m		80%	60%	4%	8%
	6	50.	37.	47.	25. 5:30-6a					
	9	48.	35.	45.	24.					
	12	46.	33.	43.	23.					
	15	44.	31.	41.	22.					
	18	42.	30.	39.	21.					
	21	40.	29.	37.	20.					
	24	38.	28.	35.	19.					
	30	36.	26.	33.	17.					
WHAM	10	52.25 6:30-9:25a	42.75 9:25-3p	52.25 3-7p	33.25 7-12m	10. 12-5:30a	80%	50%		
	15	49.50	40.50	49.50	31.50					
	20	46.75	38.25	46.75	29.75					
	25	44.	36.	44.	28.					
	30	41.25	33.75	41.25	26.25					
WHBC	6	30. 6-10a	23. 10-----7p		18. 7-12m		80%	60%		8%
	12	28.	21.		16.					
	18	27.	19.		14.					
	24	26.	17.		12.					
	30	25.	16.		10.					
	36	24.	15.		9.					
WNJR	5	20. 6-9a	18. 9-3p	20. 3-7p			80%	50%	Drive -\$2	Drive -\$3
	10	19.	17.	19.					Other -\$1	Other -1.50
	15	18.	16.	18.						
	20	17.	15.	17.						
	30	16.	14.	16.						
WROC	6	23. 6-10a	19. 10-3p	23. 3-7p	14. 7-1a		See Card	50%		
	12	22.	18.	22.	13.					
	18	21.	17.	21.	12.					
	24	20.	16.	20.	11.					
WSAY * Freq. Rates	13	14.25 6-----12m				9.50 12-6a	80%	80%		
	26	13.50				9.				
	52	12.75				8.50				
	156	12.				8.				
	260	11.25				7.50				



Indep.  
950 kc  
1,000 w

Rochester, N.Y.  
**WBBF**

ABC Affil.  
1180 kc  
50,000 w

-399-

Rochester, N. Y.  
**WHAM**

Avco Radio & TV Sales

RAB

Henry I. Christal

William Rust Stations

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	JACK PALVINO SHOW	Contemp	After six months at WSAY. Jack was hired by Star Broadcasting for WGVA in Geneva, N.Y. where he was the morning man for two years. In 1960, Jack was named Program Manager of WGVA, a post held until 1961 when he was hired by WBBF, WGVA's mother station. He is now Program Director at WBBF.
7			
8			
9			
10	JOE DEANE SHOW	Contemp	Often referred to as "The Dean of Popular Music" Joe is a twenty year veteran of radio with seventeen of those years spent in Rochester. He began his career as a librarian at WHN, N.Y. while still a high school student in the Bronx. Joe has been with WBBF since 1955.
11			
N			
1			
2	LARRY WHITE SHOW	Contemp	Larry has been with WBBF since Jan. of '65. He began his radio career in Corning, N.Y. in June of '63 at WCLI, moving to Elmira and WEHH in Dec. of '63. He came to WBBF to do the all nite show in 1965. Took over the 9-12 mid. slot in June '66. Replaced Nick Nickason, 20 yr. veteran, in Sept. '67.
3			
4			
5			
6	LEON MARGARITE SHOW	Contemp	With WBBF since '53, Leon began career in Wildwood, N.J., then moved to Phila. radio..finally Rochester and WBBF. Involved in music most of his life, he plays numerous instruments from guitar to piano.
7			
8			
9	FERDINAND JAY SHOW	Contemp	Ferdinand Jay Smith III, is his real name. Ferde has been with us since Spring '66, first as a part time DJ and then fulltime on the all-nite show. He replaced Larry White in Sept. '67.
10			
11			
M	TIM GRIFFIN SHOW	Contemp	Tim is newest member of staff. He was previously with KBOY-Medford, Ore.

OVERALL TYPE Contemporary

5 minute news on the half-hour.  
Headlines on the hour.  
Sports at :15 and :45.

AM	PROGRAM	TYPE	COMMENTS
5	COUNTRY FARE	Talk Serv.	Conducted by only full-time director in the area, George Haefner.
6	JACK SLATTERY	Stand. Pop.	Bright wake-up music, weather, time and road conditions by "Slats", self styled "world's tallest midget".
7			
8			
9	FUN TO BE RIGHT	Tel.Part	Listener questions answered.
	LOUISE WILSON	Int.Dis	Guests & other features.
10	BREAKFAST CLUB	Variety	ABC's nationally famous variety show-Don McNeil.
11	ALAN BROWNING	Stand. Pop.	Popular music in the best sense of the word.
N	OPEN LINE	Talk Serv.	Midday summary of farm & garden news.
1	ALAN BROWNING	Stand. Pop.	Directed at WHAM's adult housewife audience, the Alan Browning Show features music that is a pleasure to stay with all afternoon.
2			
3			
4	ROLLIN' HOME WITH JACK SLATTERY	Stand. Pop.	Music, humor, traffic reports for the bumper brigade heading home.
5			
6	WORLD ROCHESTER	Talk News	ABC Commentators, News & sports, closing stocks
7	WHAM OPINION	Talk Tel. Part.	Listeners call WHAM discussing topics of day.
8	PETER GROBE	Stand. Pop.	Music sweet and swinging for Rochester after dark.
9			
10			
11	NEWS	Talk Stand. Pop.	
	PETER GROBE		Musical salute to nation.
M	BILL ARDIS SHOW	Stand. Pop.	Continuing WHAM's salute to the nation 'til 5:30 a.m.

OVERALL TYPE Standard - Populsr

Six 15 minute in-depth newscasts. WHAM & ABC News every hour.  
Diversified programming with full-time Farm Director, Women's Director, Sports Director & five-man local news staff. Yankee Baseball, Championship Rochester American Hockey, plus Metropolitan Opera in season.

Amer. Info. Network  
1460 kc  
5,000 w

-400-

Rochester, N.Y.

**WHEC**

MBS Affil.  
680 kc  
250 w

Rochester, N.Y.

**WNYR**

Blair Gannett Group NAB RAB

Alan Torbet Assocs. Malrite Station RAB

AM	PROGRAM	TYPE	COMMENTS
5	VINCE MASON (from midnight)	Pop. Stand.	Whether you're out late, or getting up early, Vince is there. Music, news, sports.
6	TOM GRIFFITHS	Pop. Stand.	Fast becoming Rochester's favorite way to get started in the morning. Tom wakes up the area with his special mixture of popular music, traffic reports, plus frequent news and sports checks.
7			
8			
9			
10	ED MEATH	Pop.	Rochester's best known radio personality in a new time period with the perfect blend of music and features for the busy midday time, and of course the distinctive personality of Mr. Radio, Ed Meather.
11			
N			
1			
2	DAVE BARKER	Pop. Stand.	Another Rochester favorite, Dave makes the transition from early afternoon through the busy rush hour, a little easier with the very best in music, traffic reports and the latest news. Whether its preparing dinner or fighting the 5 o'clock rush, busy Rochesterians tune in with Dave Barker.
3			
4			
5			
6	NEWS BLOCK	Talk	WHEC News-Tom Harmon & Chuck Stevens sports-Stock Report-Paul Harvey-Alex Dreier.
7	BOB CATHCART	Pop. Stand.	Night time in Rochester is time for Bob Cathcart and the best in popular music.
8			
9			
10			
11			
M	VINCE MASON (to 6am)	Pop. Stand.	Vince is there with music, news and sports all night long.
OVERALL TYPE		Popular standard	

AM	PROGRAM	TYPE	COMMENTS
5	EARL MORGAN SHOW	C & W	Long time area radio personality with an early morning vitality and friendly sound. Plays the top country wide sounds from WinNYR'S Country Music Guide. Informs the Western Empire of the latest sports. Gives Rochester land and western New York bright country wide "Good Morgan".
6			
7			
8			
9			
10	DAVE RIDENOUR SHOW	C & W	An expert radio man with many years of all phases of broadcasting. Specialist in modern country music. Brightens the mid-morning hours with more WinNYR music country wide. Adds zest to the day with a friendly style, audience participation, contests and Radio.
11			
N			
1			
2	DEAN MURDOCK SHOW	C & W	Former banker now one of WinNYR's Western Gentlemen. Has a top quality "drive time" show every day Monday thru Saturday with a wide following in the Western Empire. News, sports, traffic information, and special direct sports reports highlight Dean's show.
3			
4			
5			
6			
7	KURT GRAY SHOW	C & W	Early evening and night time voice of WinNYR country wide. Kurt's youthful approach to modern country music has resulted in a large following in the Western Empire. Kurt also includes late sports, late news, public service announcements and two phone requests per hour.
8			
9			
10			
11			
M			
OVERALL TYPE		Country & Western	

Topping WHEC's unique regularly scheduled Public Service projects is Police 90-a 90 second cut-in from the Safety Education Div of Police Hdqts. in which traffic officers give current road and traffic conditions--rerouting when necessary, etc. These have come to be known as "WHEC's Cop Commercials". WHEC's personalities are friends of long standing in the Rochester community. 5 min. of news every hour with 10 min. reports at 8am, noon, 6 & 11pm.

5 min. WNYR Contact News at :15 and :45; Sports Hotline on the :30 bet. 6-9am; 3:30-8:00pm; 10:30- 11:30pm. Telephone Tradio at 9:25, 10:25, 11:25, & 2:25. Decal contest every hour - Funtests daily. Daily and weekly track reports on horse and auto racing. Programming is exclusively news, Nashville Sound with friendly professional air personalities strong emphasis on listener participation contests. Audience adult and evenly mixed. WNYR Contact News features complete coverage of local events with News Director Jack Dempsey, Jim Taylor, Bob Lane and Ralph Ercolano-

NBC Affil  
1280 kc  
5,000 w

Rochester, N.Y.  
**WROC**

Indep.  
1370 kc  
5,000 w

-401-

Rochester, N.Y.  
**WSAY**

Edward Petry Rust Craft Bdcatg, NAB

Jsock Masla

AM	PROGRAM	TYPE	COMMENTS
5			
6	THE MORNING SHOW WITH "E.J." Earle Jerris	Stand. Pop.	DJ Jerris intersperses live piano with tunes on way to becoming standards & standards. Well known for work on the air & solo & small-combo engagements around town. NBC News at 7, 8, 9am Tom Ryan and Local News - Sports Scoreboard - Joe Garagiola (NBC). Lake reports in season; traffic & weather advisories.
7			
8			
9			
10	GARY SMITH SHOW	Stand. Pop.	Our Music Dir. continues the 19½ hr. daily feast of WROC's Better Music. NBC Emphasis-5 min. at :30 - 9:30-3:30pm. NBC News on Hr. Rochester News at 12:05; Merrill Lynch Stock Mkt. News 12:12. Lake reports in season; traffic & weather advisories.
11			
N			
1			
2	BOB MILLS SHOW	Stand. Pop.	Co-winner (with WROC News Dir. Tom Decker) of title: Rochester's Favorite Broadcasting Personality. One of first to do "loose" TV weather show, puts on DJ hat-pilots 4 more hrs. of "Better Music" sound. NBC News on Hr.; David Brinkley Comment-4:30. Merrill Lynch Stock News-5:12. Rochester News 4:05,5:05,5:30,traffic.
3			
4			
5			
6	NEWS IN DEPTH	Talk	News,stocks,sports,Huntley.
7	KEN POWELL SHOW	Stand. Pop.	Long-time pro Ken Powell continues with the music, interrupted only by NBC News on the Hour at 7 and 8, NBC News of the World at 7:30-7:45.
8			
9	WROC MUSIC	Stand. Pop.	"Better Music" of WROC until lam. Mon. through Thurs.,it's a bit softer, mostly instrumentals. On Fridays "Will Moyle And All That Jazz" is featured, beginning at 11:15. NBC News on the Hour at 9, 10, 11 and 12. Rochester News & Sports at 11:05-11:15, 12:05-12:10 and 12:55-lam.
10			
11			
M			
OVERALL TYPE		Standard-Popular	

NBC News on the Hour. Local News at :05 in traffic times, Noon and Late evenings. Music features modern arrangements -- most beautiful selections of popular tunes, standards and albums.

AM	PROGRAM	TYPE	COMMENTS
5			
6	WESTERN ROUNDUP Tommy Thomas	C & W	Country & Western - News on the half-hour
7	TIMEKEEPER Tommy Thomas	Pop. Contemp	Top 40 Populsr Standard, Contemporary - News - Sports - Weather
8			
9	BACK TO THE BIBLE	Relig.	Religious Program broadcast Monday through Saturday.
10	WESTERN ROUNDUP Tommy Thomas	Pop. Contemp	Country & Western Music - News - Sports - Weather
11	TOMMY THOMAS SHOW	Pop. Contemp	Contemporary Music, Pop. Standard - News - Sports - Weather
1	JERRY JACK SHOW	Pop. Contemp	
2			
3			
4			
5			
6			
7	ROSARY FOR PEACE	Relig.	Catholic Audience, Rosary for Peace said nightly. (Remote broadcast)
8	MELODY CORNER Mike Melody	Pop. Contemp	Music by request, news, sports, weather, etc.
9			
10			
11	SANDMAN SHOW Mike Melody	Pop. Contemp	Top 40, memory tunes, news sports, weather, etc.
M			
OVERALL TYPE		Popular-Contemporary	

WSAY covers an area of 613 square miles, all of which fall in the trading area of Rochester, Central & Western New York. WSAY's Nighttime coverage area is far greater than the next three Regional Stations combined.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# SACRAMENTO

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
KORA	6	30.	6-9:30a	24.	9:30-3:30	30.	3:30-7p	20.	8-11:30a	5:30a	80%	50%	-\$4	-\$6	
	12	28.		22.	5:30-6a	28.		18.							
	18	26.		20.	7-8p	26.		16.							
	24	24.		18.		24.		14.							
	30	22.		16.		22.		12.							
KQVR	5	5.75	All periods												
	10	5.50						4.30			15%	20%			
	20	5.30						4.10							
	30	5.						4.							
	40	4.70						3.75							
	50	4.50						3.50							
	60	4.30						3.40							
	70	4.						3.20							
80	3.80						3.								
KFBE	6	34.	6-10a	22.	10-3:30	31.	3:30-7p	18.	7-12m	9.	12-5a	80%	50%	8%	15%
	12	32.		21.		30.		17.		8.50					
	18	31.		20.		29.		16.		8.					
	24	30.		19.		28.		15.		7.50					
	30	29.		18.		27.		14.		7.					
KGMS	5	27.	6-10a	20.	10-3p	27.	3-7p								
	6	25.		19.		25.				Drive	60%	-\$2	-\$3		
	11	24.		18.		24.				-\$5					
	21	22.		16.		22.				Other					
KRAK	6	40.	6-10a	30.	10-3:30	40.	3:30-7p	20.	7-12m			80%			
	12	38.		29.		38.		19.							
	18	36.		28.		36.		18.							
	24	34.		27.		34.		17.							
	30	32.		26.		32.		16.							
KROY	6	29.	6-9a	19.	9-4p	29.	4-7p	13.50	7-12m			80%	50%	4%	6%
	12	28.		18.		28.		12.50							
	18	24.		16.		24.		11.50							
	24	23.		15.		23.		11.							
	30	22.		14.		22.		10.50							
KXOA	6	26.	6-9a	20.	9-4p	26.	4-7p	14.	Other			80%	60%	4%	8%
	12	25.		19.		25.		13.							
	18	24.		18.		24.		12.							
	24	23.		17.		23.		11.							
	30	21.		15.		21.		10.							



NBC Affil.  
1320 kc  
5,000w day  
1,000w night

Sacramento, Calif.

**KCRA**

Indep.  
1570 kc  
5,000 w

-404-

Lodi, California  
(Sacramento)

**KCVR**

Edward Petry

NAB

Grant Webb Golden Pacific Group

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	RON LYONS	Stand. Pop.	NBC News on the hour - KCRA News at :05. Feature Reports: Farm, Legislature (John Jervis), Sports, Superfun vignettes. Bright AM show with plenty of time, weather, traffic, etc. Maximum music, limited talk.
7			
8			
9			
10	RICK CIMINO SHOW	Stand. Pop.	NBC News on the hour. KCRA News at :05. Cimino's special wit and humor designed for the housewife. Lots of audience participation contests and community involvement. Maximum music, limited talk.
11			
N			
1			
2	GIL KRAUSE SHOW	Stand. Pop.	NBC News on the hour. KCRA News at :05. Loaded with housewife appeal, music and community information. More Superfun vignettes. Maximum music, limited talk. Feature reports: Legislature (John Jervis), Traffic, time, weather info. Fast moving evening show with maximum music.
3			
4			
5			
6	BOB STONE SHOW	Stand.	Maximum music - minimum talk. Emphasis on standards, NBC News on the hour. KCRA News at :30.
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5			
6	SACRED SERENADE BACK TO THE BIBLE CONSERVATIVE VIEWPOINT		
7	MORNING DEVOTIONS NEWS 20th CENTURY REFORMATION HOUR		
8	BIBLE INSTITUTE HOUR HAVEN OF REST PEACE FOR TODAY		
9	THE LIVING WORLD BACK TO THE BIBLE HYMNS OF THE CHURCH		
10	VOICE OF CHINA AND ASIA AUDIO BIBLE STUDIES SUNSHINE MISSION BROADCAST VOICE OF AMERICANISM HYMNTIME		
11	THRU THE BIBLE BROADCAST MERRILL WOMACH'S GATEWAYS		
N	CONSERVATIVE VIEWPOINT NEWS & SENIOR CITIZENS PROGRAM (M-W-F)		
1	SPANISH LANGUAGE until sign off		
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			

Sunrise to local sunset

OVERALL TYPE Standard-popular

OVERALL TYPE Religious & Spanish

NBC News on the hour, followed by KCRA News at :05. 40 man News staff gathers and writes all of the local news. Sacramento's only true "personality-music station - emphasis on music - short, concise news. Major League sports: Oakland Athletics baseball and Oakland Raiders football in season, plus Sacramento State football, Rose Bowl, World Series, other sports coverage.

CBS Affil.  
1530 kc  
50,000 w

Sacramento, Calif.

**KFBK**

Indep.  
1380 kc  
1,000 w

-405-

Sacramento, Calif.

**KGMS**

Katz McClatchy Brdcastg.

NAB

Alan Torbet Assocs.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	DAYBREAK SERENADE	Pop. Std.	Includes news-weather-sports
	FARM NEWS	Service	Sacra. Val. News-Voice of Agric
6	MORNING CLOCK FULL OF NEWS	Talk-News Serv. Sports	Features such as Standard Farm Reporter; Valley Farmer; The World Today; Sacramento Valley News; World News Roundup (CBS); Richfield Reporter; KFBK Weather; Business Report; Stock Mkt. Report; KFBK Sports Shorts; News (CBS); Dear Abby (CBS); Dimension on Health (CBS). Traffic Reports from mobile units.
7			
8			
9			
10	ARTHUR GODFREY TIME	Variety	CBS
11	DON McKEEN	Pop.-Stand.	Music and wry comments from long time favorite.
N	TALK BLOCK	Talk-News Serv.	KFBK Noon News; KFBK Weather; Home Edition News; Accent on Farming; For Better Farming; CBS News; In Hollywood (CBS); KFBK Goes to School; Katherine Kitchen.
1			
2	KFBK'S PHONE FORUM Tony Koester	Talk-Tel. Part	Guest experts comment and answer listeners phone questions.
3	FRANK BALE SHOW	Pop.-Stand.	CBS News; Sacramento Valley News; Person Close Up (CBS); Our Changing World; Walter Cronkite; KFBK News.
4			
5	EVENING CLOCK FULL OF NEWS	Talk-News Serv. Sports	Lowell Thomas (CBS); It's Sports Time (CBS); Road & Ski Report; Stock Mkt. Final KFBK Weather; Richfield Reporter; Sacra. Val. News; Evening Sports Shorts; Alexander Kendrick; Reasoner Report; Mobile unit report.
6			
7			
8	DOUG PLEDGER SHOW	Pop.-Stand.	CBS News & KFBK News
9	FRANK BALE SHOW	Pop.-Stand.	Late News Special plus KFBK music and news.
10			
11	SAM'S STARLIGHT SERENADE	Stand. Album	
M			
OVERALL TYPE		Popular-standard -- Talk-News	

AM	PROGRAM	TYPE	COMMENTS
5	MORNING MAGIC	Album Stand. Pop.	KGMS puts a song in the air, even before the birds are up...beautiful music to wake you up, cheer you up, and start the day off right! The accent is on bright, cheerful music with time given between each selection. Latest news on the hour and half-hour, plus timely traffic reports.
6			
7			
8			
9			
10	RHAPSODY	Album Stand. Pop.	Romantic, easy-listening music to speed the busy hrs at home or in the office. News on the hr. Accent on the News summarizes events of interest on the half-hr.
11			
N	MATINEE	Album Stand. Pop.	Light tempos of familiar selections and showtunes from the vast library of KGMS Good Music. News on the hour, vocals by popular artists and new releases. Accent on the News each half-hour.
1			
2			
3	COMMUTER'S CAROUSEL	Album Stand. Pop.	Drive home to the Good Music of KGMS and keep informed with concise newscasts by skilled reporters on-the-hour and half-hour. Stimulating music to wipe away the cares of the day. Traffic bulletins to aid the commuter.
4			
5			
6			
7			
8	NITE-FLITE 1380	Album Stand. Pop.	Nite-flite 1380 streaks across the air-waves with beautiful music from many lands. Fresh, romantic, exhilarating string sounds...the perfect companion to an evening's activities. Nite-Flite news on the hour...Nite-Flite weather each half-hour.
9			
10			
11			
M			
OVERALL TYPE		Album - Standard - Popular	

CBS Dimension. CBS News on the Hour. KFBK is exclusive outlet from Modesto to Redding for the San Fran. Giants schedule. Also, San Fran. 49ers, Univ. of Calif. football and other sports specials supplied by Golden West Network. Station features news in depth. KFBK programming-sound that is inviting, satisfying, and stimulating. Mood & subject geared to time of day. Quality...in labels, talent, and arrangement.

Exclusively music and news except for a 3½ hour variety and talk period Sunday mornings. KGMS programs bright cheerful music in the Andre Kostelanets/Henry Mancini tradition 20 hours each day. KGMS News features the voices of the news-makers whether local or across the globe. KGMS news Actualities from the state capitol are used by stations throughout the country.

Indep.  
1140 kc  
50,000 w

-406-

Sacramento, Calif

**KRAK**

Indep.  
1240 kc  
1,000 w day  
250 w night

Sacramento, Calif.

**KROY**

H-R Repts

NAB

McGavren-Guild-PGW

RAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM HOUR	Farm	Information for the agricultural community.
6	JERRY O'NEILL SHOW	C & W	Jerry O'Neill's 13 years of experience in broadcasting includes KGMS and KXOA in Sacramento as well as the markets of Berkeley, Merced, Phoenix and Las Vegas.
7			
8			
9	JIM ANTHONY SHOW	C & W	A native Californian, his 8 years broadcasting experience are all in California. He was at KVON, Napa; KIDD, Monterey; KCRA and KGMS, Sacramento.
10			
11			
N	JERRY GRISHAM	C & W	A 13-year veteran, Grisham was an air personality at KCRA, Sacramento for the past 4 years. Previously, he was with KSBY-TV, San Luis Obispo; KVIP-TV, Redding; KMSO-TV, Missoula. Active in local theater.
1			
2			
3	JACK COSTELLO SHOW	C & W	Costello has behind him 8 years of broadcast experience, mostly in the Midwest, plus KGAY, Salem and KLG, Los Gatos.
4			
5			
6			
7	WALT SHAW SHOW	C & W	From the original West Coast Country Music station, KXLA, Los Angeles, he came to KRAK 10 years ago and broadcast continuously.
8			
9			
10			
11			
M			
OVERALL TYPE		C & W	

AM	PROGRAM	TYPE	COMMENTS
5	BOB SHERWOOD (from midnight)	Contemp	KROY is basically a 'contemporary' station using an 'all-request format'. KROY programs best seller albums combined with top selling contemporary records in the area. They are not the Top Forty over and over. Alive and entertaining 24 hours. KROY is for adult and young alike. Featured are Sinatra, Dean Martin, Streisand and top selling contemp groups such as the Beatles, etc. 7 minutes news on the hour. 3 minutes news on the half-hour during traffic times.
6	BOB MARTIN	Contemp	
7			
8			
9			
10	BILL BAUER	Contemp	
11			
N			
1			
2			
3	JOHNNY HYDE	Contemp	
4			
5			
6			
7	JACK HAMMAR	Contemp	
8			
9			
10			
11			
M	BOB SHERWOOD (to 6AM)	Contemp	
OVERALL TYPE		Contemporary	

News, weather, sports.

Heavy emphasis on local public service and community features.

Indep.  
1470 kc  
5,000w day  
1,000w night

-407-

Sacramento, Calif.

**KXOA**

Blair

AM	PROGRAM	TYPE	COMMENTS
5	DICK LAWRENCE (from midnight)	Pop. Contemp.	Leader of Sacramento's all nite army. Former Program Dir. of KXOA FM.
6	B. WINCHELL CLAY	Pop. Contemp.	He is the pulse beat of Sacramento's morning commute period. Many interesting and humorous program segments to keep audience informed & entertained. Clay is Production Mgr. Traffic reports are a vital part of this AM program.
9	LES THOMPSON	Pop. Contemp.	Les' popular morning show fulfills the needs of the housewife and the businessman on the job. Smooth running adult oriented format meets the needs of the active Sacramento listener. Les is KXOA's Program Director.
N	BILL WHITMAN	Pop. Contemp.	Bill heads up the lunch brigade for Sacramento. A smooth delivery and adult music balance with continuing promotion. Bill creates an aura of total involvement
4	DICK "BUFFALO" BURCH	Pop. Contemp.	The "Buffalo", a familiar ring to Sacramento listeners. 10 yr. vet, Dick has worked Seattle, Chicago, N.Y., Boston & Houston. He leads the commute traffic home... with a smile on their face. KXOA 20/20 commute news/mobile reports and personality plus.
8	TONY KING	Pop. Contemp.	KXOA's Music Dir., and one of the best format DJ's around. His appeal to the nighttime audience can be proved by the fact that he has held down the #1 nighttime rating every since he joined the staff at KXOA.
M	DICK LAWRENCE (to 6am)	Pop. Contemp.	The former Program Director of KXOA FM - yours for the listening.
OVERALL TYPE		Popular-contemporary	

5 minute news at :20 and :40. 4-5am Farm Show. KXOA is one of the strongest in the market. Good merchandising. We never program for teens... always for adults. Teens will come along for the ride.

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

8F/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

## **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives





ABC & MBS Affil.  
910 kc  
5,000w day  
1,000w night

-410-

Salt Lake City, Utah

**KALL**

Edward Petry

NAB

AM	PROGRAM	TYPE	COMMENTS
5	TROY ANDERSON (from midnight)	Stand.	Adult, but swinging station. News on the hour. No rock & roll
6	JACK BOGUT SHOW	Stand.	Jack likes to call his traffic show on KALL Radio "Bogue's Gallery". It's appropriate. He's the only racketeer in bdcstg. He is the sort who doesn't think he is really working when he's on the air, and that's what keeps them listening. Each listener is the one listener who gets all of Jack's attention.
7			
8			
9			
10	DAN TYLER SHOW	Stand.	Ingratiating personality who mixes comments on life and times in Salt Lake City with hints for homemakers and bright, non-rock pop records.
11			
N			
1			
2	WILL LUCAS SHOW	Stand.	KALL's Man of Mirth & Music has established himself as a permanent fixture in the Inter-mountain West. Lucas supplies his multitudes of listeners with the most creative afternoon show this side of the Mississippi. Controversy is the by-word, treated with the Lucas "tongue-in-cheek method."
3			
4			
5			
6	NEIL LINTON SHOW	Stand. Pop.	Neil Linton is for the young of all ages who are pace-setters in the lively art of swinging with GOOD popular music. They are not content to follow the crowd. Linton is a young man with a handsome voice who attracts more and more recruits to the "Underground". Music turns slightly "hotter" but still easily palatable to non-rock adults.
7			
8			
9			
10			
11	"11TH HOUR"	Stand. Pop.	Provocative adventures in ideas & music featuring Lucas, Bogut & Tyler.
M	TROY ANDERSON (to 6am)	Pop. Contemp.	
OVERALL TYPE		Standard	

Network & local News on the hour. Farm Reports 5, 5:30am Sports 5:55am. Regional News 8am. Paul Harvey News 9am & 4:30pm. World News Roundup 5:30pm. Tom Harmon 6:30pm. Bob Considine 7:30pm. KALL Radio News is a stimulant to the Salt Lake Community - it's active & it demands an attentive & active aud. Only radio news dept. in Utah airing editorials, voicing opinions and encouraging aud. reaction. And it gets reactions...pro & con. Univ. of Utah football & basketball

Indep.  
1320  
5,000 w

Salt Lake City, Utah

**KCPX**

Katz Screen Gems Bdtg.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	WILL WRIGHT SHOW	Contemp.	Will Wright offers just the right amount of music and all-important service features for good radio fare. Top 40 selections interspersed with time, temp. checks, weather and road conditions, ski reports, plus news at :25 & :55 each hour. Smoothly produced, the program is a skillful blend of entertainment and information.
6			
7			
8			
9	BILL TERRY SHOW	Contemp.	Bill Terry is on hand with a well-paced program that includes a musical blend of the Top 40, frequent time & temp. checks, weather & highway conditions and ski reports. When recording stars are in town, Bill invites them for a friendly interview or phone chat.
10			
11			
N	REX WALLGREN SHOW	Contemp.	Ably and enjoyable conducted by Rx, a listenable blend of musical selections primarily from the Top 40 and service features such as time, temp., weather and highway conditions, ski reports, plus regularly scheduled news at :25 and :55.
1			
2			
3	BILL TERRY SHOW	Contemp.	Bill is back again with a well-paced program with a musical blend of the Top 40 frequent time, and temp., weather & highway condition, and ski reports. News at :25 and :55. Interviews visiting recording stars or chats with them on phone.
4			
5			
6	BOB BARNETT SHOW	Contemp.	Highly popular with the vast audience it attracts, the program provides an ideal musical showcase for the Top 40 releases, highlights news of school activities and sports scores reported by Bob Barnett, school correspondent, features contests with prizes and schedules hourly newscasts at :55.
7			
8			
9			
10			
11			
M	ALL NIGHT SHOW M. Kavanaugh	Contemp.	(till 5am)
OVERALL TYPE		Contemporary	

News at :25 and :55

"Where the Action is" "The Swinging Kay-Pix Six"

Indep.  
570 kc  
5,000 w

Salt Lake City, Utah

# KLUB

MBS Affil.  
1230 kc  
1,000w day  
250w night

-411-

Murray, Utah  
(Salt Lake City)

# KMOR

McGavren-Guild-PGW

NAB

Gill-Perna

NAB

AM	PROGRAM	TYPE	COMMENTS
5	MORNING ALLEGRO	Stand. Pop.	Announcer limits talk to giving titles & artists at close of each Magnificent Medley, plus time signals, temperature, weather & brief (10 seconds) Klub public service reminders.  Program type remains the same around the clock, 7 days weekly.
6	Ralph Wadsworth		
7			
8			Conservative music is played in sets of three; big instrumental, vocal, contrast instrumental.
9	SERENADE IN THE MORNING	Stand. Pop.	At least 90% of all music consists of "standards" in melodic arrangements. Raw brass, raunchy guitars & honking saxes are taboo.
10	Clark Bowler		
11			Tempo is bright, 5 a.m. to 9 a.m. and 3 p.m. to 6 p.m.; more relaxed during all other hours. Accent is always on "big strings".
N	KLUB KAROUSEL	Stand. Pop.	All music is "pre-programmed" Announcers select no music.
1	Roger Wilkins		
2			News is broadcast at :52 around the clock; also at :22 during drive times.
3	KOMMUTER KLUB	Stand. Pop.	Expanded news, 5 a.m. - 9 a.m. Whitney Bolton commentary at 7:28. Exclusive newsroom personnel on duty, 4 a.m. - midnight. UPI Audic used.
4	Bill Curtis		
5			No commercial religion or talk programs accepted. Religion limited to capsules. of non-denominational nature.
6	CANDLELIGHT & SILVER	Stand. Pop.	Each hour opens with 60 sec. vignette concerning people, places & things in the "Klub Neighborhood", featuring Ted Malone. (Not syndicated material. Recorded exclusively for KLUB.)
7	Bill King		
8			
9			No Sunday a.m. or p.m. religious or public service ghetto. No ad libbing. Every word spoken on KLUB is scripted.
10	KLUB SPRINKLES STARDUST	Stand. Pop.	
11	Paul Coburn		
M			

AM	PROGRAM	TYPE	COMMENTS
5			
6	JOHN STEVENS	C & W	No mayhem, just a pleasant, bright good morning.
7			
8			
9	BILL ROSE	C & W	Relaxed, "kids are finally off to school" approach.
10			
11			
N	MARTY CRISTAIN	C & W	More relaxed music.
1			
2			
3	LLOYD YOUNG	C & W	Bright, happy, helpful. Day is done. Drive-time at its best.
4			
5			
6	JIM PLATT	C & W	All request show, keep them cards and letters coming in!
7			
8			
9			
10			
11			
M			

OVERALL TYPE Standard

OVERALL TYPE Country and Western

Commercial Policy: Commercial content limited to 12 min. per hour, 5 a.m.-6 p.m.; 11 minutes 6 p.m.-10 p.m.; 10 min., 10 - midnight; 6 min., midnight - 5 a.m. Max of 2-min. per commercial cluster. All spots divided by time, temp., or 10 second "featurette".  
Music Policy: Melodic, recognizable arrangements of standards. A few familiar light classics & new songs of genuine stature are also scheduled. No jazz, CW, RR, RB, folk or heavy concert. No dissonance, diacords or excessive improvising. No "belting" vocals.

Local news brief on the hour, Mutual News on the half-hour. Station is prime example of the Modern Country outlet.

Indep.  
1280 kc  
5,000 w days  
500 w nights

-412-

Salt Lake City, Utah

**KNAK**

CBS Affil.  
1160 kc  
50,000 w

Salt Lake City, Utah

**KSL**

Avery-Knodel

NAB

Metro Radio Sales

NAB NAB

AM	PROGRAM	TYPE	COMMENTS
5	LYNN LEHMANN	Contemp	Teenage idol type. Young, dynamic, personable. Music per requests. Time, Temp. contest. Give-aways several times each hour. Three or four "Yesterday" sounds each hour. Bright Wake-up delivery!
6			
7			
8			
9	BILL HESTERMAN	Contemp	"The Daddy-O" belts out the modern sounds with life - action - drive! Turns 'em on with his sparkling personality. Requests, constant give-aways, 3 to 4 "Yesterday" sounds per hr.
10			
11	"WOOLY" WALDRON	Contemp	Contemporary sound in the lively manner! Requests, Yesterday sounds mixed in. Contests & give-aways throughout. Wooly Waldron with the fastest show in radio.
N			
1			
2	LYNN LEHMANN	Contemp	Special appeal to the new generation. The now-sound. Requests and "yesterday" sounds. Fast-paced, young-at-heart DJ with a personable show. The kind of guy they swoon over. Salt Lake Loves Lynn Lehmann.
3			
4			
5			
6	MIKE WILKINS	Contemp	Quick wit, alive, youthful, full of drive! That's Mike Wilkins. Nightly "Sound Census" jams the switch-boards. Requests, Yesterday sounds, Prizes--Contests. Exciting, enthusiastic U of U student.
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Contemporary	

AM	PROGRAM	TYPE	COMMENTS
5	HERB JEBKO SHOW (from midnight)	Talk-Int. Disc.	Originator of his "allnite" program, Herb has over 90,000 "nightcappers".
6	BOB SIMMONS SHOW	Pop.-Stand.	Bob Simmons, KSL's "Morning Man" is the proverbial "man on the go". A fully experienced air-man, Bob also has had an on-stage, as well as, singing background. Features within the show include: Farm reports with Lynn Adair - CBS Network Programming and heavy emphasis on KSL News.
7			
8			
9			
10	CBS NETWORK PROGRAMMING	Various	Various features: Linkletter, Godfrey
11	TOM BRADSHAW SHOW	Pop. Stand.	Tom Bradshaw, a native of Salt Lake City has long been associated with KSL. Tom had, for many years, been one of Western America's most experienced and popular weathercasters. His popularity and fame grew and as a result, Tom made the big move into Personality radio. His "Crossroads Show" is now the meeting place of people, places and things, and he controls his program with his easy style and quick wit.
N			
1			
2	KSL TOTAL NEWS	Talk-News	Review of the days news, with sports, business, weather, local & nat'l. sports
3			
4			
5			
6	JOE MEIER SHOW	Pop.-Stand.	Having spent more than 10 years entertaining evening listeners with music and cogent comments, Joe has built up a large and loyal following.
7			
8	GAYLON ROWAN SHOW	Pop.-Stand.	A knowledgeable music buff, Gaylor finds himself right at home as host of KSL Radio's evening program of good music and easy conversation. Features included in the show are: "Public Pulse" and "Total News At Ten."
9			
10			
11	HERB JEBKO SHOW (to 6 am)	Pop.-Stand.	"Nightcappers" as far as England & Germany & Hong Kong phone to visit.
M			
OVERALL TYPE		Popular-Standard	

News at 20 past and 20 before the hour. Immediate importance "actualities". Sports at 5:20 PM and 6:20 PM daily. Farm news at 5:40 and 6:20 AM daily. KNAK is 24-hour request station. KNAK features many contests and specializes in product promotion.

5 minute Farm Reports 6 and 7 am; 12N and 1 pm. Carolyn Dunn, Home Economist 12:50, 1:50 pm and 2:50 pm CBS Network all through the day. Music that's new and News that's up-to-the-minute is the combination that keeps KSL listeners loyal listeners. Now in its 45th year, this 50,000 watt, clear channel station serves Western America 24 hours a day--7 days a week.

Indep.  
1370 kc  
1,000 w

Salt Lake City, Utah

**KSOP**

Indep.  
860 kc  
1,000 w

-413-

Salt Lake City, Utah

**KWHO**

Alan Terbet Assocs.

NAB RAB

Sandeberg-Glenn Co.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	"DUDE" WILLIAMS	C & W	(from midnight)
6			
7			
8			
9	JOHNNY CLAYTON	C & W	
10			
11			
N	JOHN UNDERWOOD	C & W	
1			
2			
3	LARRY HUNTER	C & W	
4			
5			
6	JOHNNY CLAYTON		
7			
8			
9	LARRY HUNTER	C & W	
10			
11			
M			
OVERALL TYPE		C & W	

5 minute news on the hour  
 Song of Faith - 12 times daily  
 Golden Oldies - 12 times daily  
 Weather on half-hour  
 KSOP stages regular live shows in local auditorium  
 utilizing top C & W stars from Nashville & Hollywood.  
 KSOP All request radio - modern Nashville sound.

AM	PROGRAM	TYPE	COMMENTS
5	COFFEE CONCERT	Class.	
6			
7			
8			
9	SOCIAL CALENDAR	News	
	CROSSROADS OF MUSIC	Class.	
10			
11			
	MEDITATION	Relig.	
N	LUNCHEON MELODIES	Albums	
1			
2	MATINEE CONCERT	Class.	
3	CLASSICS IN MINIATURE	Class.	
	PIANO PARADE	Class.	
4	INTERMEZZO	Class.	
5			
6			
7	MUSIC FOR THE DRAWING ROOM	Class.	
8			Sunrise to local sunset
9			
10			
11			
M			
OVERALL TYPE		Classical	

8:25 am-8:30 Business News  
 5 mins. of news at 5 minutes before each hour, except before 15 minute newscasts.  
 Local and National news of business.  
 Overall programming aimed at adult audience.



# SAN ANTONIO

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
KAPE	12	9.	All periods				80%	60%	15%	20%					
	18	8.50													
	24	8.													
KBAT	6	18.	6-9a	16.	9-4p	18.	4-7p	14.	7-12m	9.	12-6a	80%	50%	4%	8%
	12	16.		14.		16.		12.							
	18	15.		13.		15.		11.							
	24	14.		12.		14.		10.							
KBER	10	16.	6-10a	15.	10-3p	16.	3-7p				80%	50%	8%	10%	
	20	14.		13.		14.									
KBUC * Freq. Rates	26	11.40	All periods					75%							
	52	10.80													
	104	10.20													
	156	9.60													
	260	9.													
	312	8.40													
500	7.50														
KCOR	5	19.50	6-----				9p	9.50	9-----		6a	75%	50%		
	10	19.						9.							
	15	18.						8.75							
	20	17.						8.50							
	25	16.						8.25							
	30	15.						8.							
KITE	6	32.	6-10a	26.	10-3p	32.	3-7p	18.	Other			80%	60%	8%	
	12	30.		24.		30.		16.							
	18	28.		22.		28.		14.							
	24	22.		20.		22.		12.							
KONO	5	35.	6-10a	25.	10-3p	35.	3-7p	19.	7-----		6a	75%	50%		
	12	33.		24.		33.		18.							
	18	31.		23.		31.		17.							
	24	29.		22.		29.		16.							
KTSA	6	35.	6-10a	28.	10-3p	35.	3-7p	24.	7-10p	14.	10-6a	75%	50%	8%	
	12	33.		26.		33.		23.		13.					
	18	31.		24.		31.		21.50		12.					
	24	29.		22.		29.		20.50		11.					
	30	27.		20.		27.		19.		10.					
KUKA	5	9.50	All periods					75%	50%						
	10	9.													
	15	8.75													
	20	8.50													
	30	8.													
WOAI	3	36.	6-10a	24.	10-4p	33.	4-7p	19.	7-11p		11-5a	80%	50%	10%	15%
	6	34.		22.	5-5:30a	31.		18.							
	9	32.		21.		30.		17.							
	12	30.		20.		29.		16.		10x (50.)					
	15	29.		19.		28.		15.		20x (90.)					
	18	28.		18.		27.		14.		30x (120.)					
	21	27.		17.		26.		13.							
	24	26.		16.		25.		12.							
	30	24.		14.		22.		11.							

Indep.  
1480 kc  
500 w

San Antonio, Texas

**KAPE**

Indep.  
680 kc  
50,000w day  
10,000w night

-415-

San Antonio, Texas

**KBAT**

Greener, Hiken, Sears

RAB

Robert Eastman

RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5				5	RALPH DICKERSON (from midnight)	Pop.- Stand.	
6	FRANKLIN COLLINS SHOW	R & B	12 year radio veteran. Pre- vious station experience - KOKA, Shreveport, KANB, Shreveport and KZEY, Tyler, Texas.	6	BILL Rohde	Pop.- Stand.	Five minutes news :45  News headlines at :15
7				7			
8				8			
9	GOLDEN GOSPEL TRAIN-G. Collins	Relig.	Gerry is a singer-appeared in concerts w/symphony orch.	9			
10	TOMMY YOUNG SHOW	R & B	Radio career began in home- town (San Antonio) after graduating from local college in chosen field (broadcasting).	10	DICK JONES	Pop.- Stand.	
11				11			
N				N	WARREN ANDERSON	Pop.- Stand.	
1				1			
2	KEN HAWKINS SHOW	R & B	Air Force Sargeant, serving part time as R & B disc jockey. Presently sta- tioned in S. A. with USAF.	2			
3				3	PAT TALLMAN	Pop.- Stand.	
4	JOE GUNN SHOW	R & B	A radio veteran, Joe Gunn, has worked in various parts of the U.S. & in various capacities. Coming to S.A. from Chicago, joined the staff as R & B DJ.	4			
5				5			
6			Sign-off at local sunset.	6			
7				7	SCOTT INGRAM	Pop. Stand.	
8				8			
9				9			
10				10			
11				11			
M				M	RALPH DICKERSON (till 6am)	Pop.- Stand.	
<b>OVERALL TYPE</b>				<b>OVERALL TYPE</b>			
Rhythm & Blues				Popular-standard			

Indep.  
1150 kc  
1,000 w

-416-

San Antonio, Texas  
**KBER**

Indep.  
1310 kc  
5,000 w

San Antonio, Texas  
**KBUC**

Alan Torbet

NAB RAB

Direct

NAB

AM	PROGRAM	TYPE	COMMENTS
5	GEORGE LESTER	C & W	
6			
7			
8			
9			
10	MAX GARDNER	C & W	
11			
N			
1			
2	BOB COLEMAN	C & W	
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5		Ethnic (Span)	<p>Since 1948 KUBO has been broadcasting exclusively in Spanish to serve the 400,000 plus Spanish-speaking people in its service area. Knowledgeable management, fluent in Spanish, with long experience in Spanish language marketing, has made KUBO a prime mover of merchandise. Latin American music backed by personable, selling announcers, stimulating and response-pulling programs, and plenty of service information and news are the KUBO formula.</p> <p>Another indication of KUBO's ability to motivate listeners is the tremendous mail response to several programs: <u>Hablemos de Cine</u> has pulled hundreds of weekly letters for years. <u>Acuarela Regional</u> solicits requests and dedications - and pulls huge quantities. <u>Contrastes Musicales</u> pulls both mail and telephone requests with the phone calls being taped and replayed when the record is aired.</p>
6			
7			
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			

OVERALL TYPE C & W

5 min. Local News at :55, including National and Int'l News. Weather at :15 and :45.  
100% Country-music (Uptown, Nashville sound). For six consecutive years the only exclusively Country music station in San Antonio, Texas. No. 1 with successful Remote Broadcasts. Six live shows each year at the auditorium.

OVERALL TYPE Ethnic - Spanish

5 AM to local sunset

Indep.  
1350 kc  
5,000 w

San Antonio, Texas

**KCOR**

Indep.  
930 kc  
5,000 w day  
1,000 w night

-417-

San Antonio, Tex.

**KITE**

Savalli/Gates

Edward Petry

Doubleday Stations

NAB

AM	PROGRAM	TYPE	COMMENTS
5	SERGIO H. RODARTE	Ethnic (Span)	4-4:15am Rosary from the Vatican; 5:15-5:30 Agricultural News
6			
7			
8	CESAR CAMACHO	Ethnic (Span)	9:30-9:45am - Soap Opera 9:45-10am - Soap Opera
9			
10	GUILLERMO LOZANO	Ethnic (Span)	10:30-10:45-News & Soap Opera 10:45-11-Virgen Encadenada
11	RODOLFO CIPRIANO	Ethnic (Span)	
N			
1	DRAMA	Ethnic Drama	Comedy-La Tremenda Corte; El Dolor de un Recuerdo at 1:30-1:45 again 1:45-2pm.
2	GUILLERMO LOZANO	Ethnic (Span)	
3			
4	CESAR CAMACHO	Ethnic (Span)	
5			
6	RODOLFO CIPRIANO	Ethnic (Span)	6:30 - The Rosary; 7-7:30 Naufragos de la Vida; 7:30-9 - San Antonio de Noche con Rodolfo Cipriano
7			
8			
9	TIO LAUREANO	Ethnic (Span)	Rancho KCOR with Tio Laureano
10			
11			
M	RICARDO BRIONES (to 5am)	Ethnic (Span)	Variedades en la Noche.

AM	PROGRAM	TYPE	COMMENTS
5	DOLLY HOLIDAY (from midnight)	Pop. Stand.	
6	PAUL ALLEN	Pop. Stand.	In March of '63, Paul came to KITE where he's still spinning "The Golden Sound". This Doubleday vet has become the most talked about radio personality in San Antonio and favorite subject of local columnists. Dynamic "mike know-how."
7			
8			
9	CAREY DECKARD	Pop. Stand.	With a quiet soothing voice Carey blends carefully selected bright, happy music with romantic ballads to serenade the housewife through the middle of the day. He has rapidly become a favorite with his audience as he demonstrates his prolific sense of humor with ever-present quiet, soothing voice with a quick one-liner.
10			
11			
N			
1			
2	PAUL MORGAN	Pop. Stand.	After several years of TV and radio news, Paul came to the Golden Sound in 1964. Since that time he has involved himself in community projects both on and off the air. He has worked closely with the Chamber of Commerce so that he can keep his listeners up to date on promotion of this city.
3			
4			
5			
6	RANDY WOOD	Pop. Stand.	He has great music sense and continues to build a vast audience with soft soothing music for romance. Mel's voice blends perfectly with KITE's nighttime programming as he weaves a spell of romance and relaxation.
7			
8			
9			
10			
11			
M	DOLLY HOLIDAY (to 6 AM)	Pop. Stand.	

OVERALL TYPE Ethnic (Spanish)

OVERALL TYPE Popular - Standard

The Voice of San Antonio's Spanish-Speaking Majority.  
Fulltime 24 hours a day in Spanish.  
News ever half-hour.

News at :55  
News Headlines at :30  
Weather at :15  
15 min. News Blocks at 6:45am, 7:45am, 11:45am, 5:55PM  
The "Golden Sound" Station is on the scene 24 hours a day. Heavy promotion and publicity in the form of newspaper ads, special television promotions and on-air contests, supplemented by outdoor advertising continue to gain audience.

Indep.  
860 kc  
5,000w day  
1,000w night

-418-

San Antonio, Texas

**KONO**

Indep.  
550 kc  
5,000 w

San Antonio, Texas

**KTSA**

Metro Radio Sales

NAB RAB

Blair

AM	PROGRAM	TYPE	COMMENTS
5	GEORGE JAY	Pop.	Knows how to capture audience
6	HOWARD EDWARDS	Pop.-Contemp.	Bright standard tunes, interspersed with time, temp., weather. Skywatch Traffic reports and news. "Mr. Radio" in San Antonio, Howard has been in broadcasting for 25 yrs., the last 14 at KONO. His contagious humor and warm personality have contributed to his success as a morning man.
7			
8			
9	GARY ALLYN	Pop.-Contemp.	Whimsical, unpredictable Gary commands the attention of KONO County listeners. Housewives, working people, teenagers, anyone within earshot of radio...all have found it's fun to be with "The World's Tallest Midget", as he is known far & wide.
10			
11			
N	KEN CARTER	Pop.-Contemp.	Carefully selected music geared to housewives...plus memory tunes, weather, news and town topics. Ken's relaxed approach has taken the afternoon audience by storm. 9 yrs. radio broadcasting has stamped his entertaining style a success.
1			
2			
3	NICK ST. JOHN	Pop.-Contemp.	The "Saint" with his "Nice Guy" image and natural happy sounding voice, blended with Nick's 4yrs. in contemporary radio, make the perfect combination for the kids, as well as the going home from work adults. Skywatch traffic reports from KONO's X-Ray 86 Aircraft.
4			
5			
6			
7	B. BAILEY BROWN	Contemp.	One of the most super-charged DJ's working in nighttime radio. Bailey is "where it's at" being only 21 yrs. of age himself. He knows what today's kids and young adults want... and it's Bailey, He is not only one of our largest rating getters, but advertisers know his pulling power for teen products. His "Yum-Yum" Tree, a man eating plant is the talk of San Antonio radio.
8			
9			
10			
11			
M	GEORGE JAY (till 5:30am)	Pop.	The "JayBird", 30 yr. old radio vet. Adult rock sound
OVERALL TYPE		Pop.-Contemporary	

AM	PROGRAM	TYPE	COMMENTS
5	J. MIKE DAVENPORT	Contemp	From midnite
6	BRUCE HATHAWAY	Contemp	MUSIC POLICY: Play list programmed by Music Director. Drive & housewife music specially directed to 50 and under age group. Nighttime up tempo to young adults.
7			
8			
9	RON HOUSTON	Contemp	NEWS/FARM: Winner United Press International News Award three straight years as best "Total News" station in Texas. Five newsmen. News emphasis very strong. Five minute Farm News at 5:20 and 6:00 AM. San Antonio's only full-time radio meteorologist for morning drive.
10			
11			
N	JOHNY O'NEAL	Contemp	PUBLIC SERVICE: Personnel participate, both on and off the air, in activities that serve the public and community..KTSA Santa Stamp..annual Easter Egg Hunt.
1			
2			
3			
4	KAHN L. HAMON	Contemp	SPORTS/SPECIAL EVENTS: Sports feature in every newscast. On-the-scene reports of various sports events of local and regional interest.
5			
6			
7	BOBBY MAGIC	Contemp	EDITORIALS: Weekly... only local station doing so.
8			
9			
10			
11			
M			
OVERALL TYPE		Contemporary	

News at :55 and weather capsule at :25. Larry Webb is the News Director at KONO. He has excellent credentials from many years as a working news reporter and director of news departments, both in San Antonio and Chicago. He's well qualified to maintain the fine reputation of KONO NEWS.



Indep.  
1250 kc  
1,000 w

San Antonio, Texas

**KUKA**

NBC Affil.  
1200 kc  
50,000 w

-419-

San Antonio, Texas

**WOAI**

National Time Sales

NAB

Avco Radio Television Sales

Avco Bdcstg.

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	HENRY PENA	Ethnic (Span)	Our early morning show with all types of Spanish music. Telephone dedications, polkas, boleros, mariachis, cha-cha-chas.
8			
9	RODOLFO GONZALEZ	Ethnic (Span)	Polkas, rancheras, mariachis, cha-cha-chas.
10			
11			
N	LALO ASTOL	Talk-Serv.	Buy-sell-trade-or swap mdse. Baby births, current events.
1	RUDY ROCHA, JR.	Ethnic (Span)	Rock and roll and all popular hit tunes in Spanish.
2			
3	RAY ALFARO, JR.	Ethnic (Span)	Rock and roll and all popular hit tunes in English and Spanish. Telephone dedications.
4			
5	TTT SHOW Henry Pena Rudy Rocha, Jr.	Ethnic (Span)	Rock and roll and popular Anglo hits. Telephone dedications and requests. Dedications from letters read on the air. Also the most popular Spanish hits.
6			
7			
8			Sign-off at local sunset.
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	ROAD SHOW USA	Pop.	Pat Kirby from midnight.
	FARM & RANCH	Talk	Bill McReynolds
6			
7	THE GLINER GANG	Pop.	Art Gliner and the Gliner Gang "for the Fun of it".
8			
9			
10	TALK OF SAN ANTONIO	Talk-Tel. Part.	Allan Dale presents famous and knowledgeable guests and timely subjects for open debate with the listening audience.
11			
N	NEWSBEAT AT NOON	Talk-News	News, weather, Markets, Allan Dale-Bill McReynolds
1	TALK OF SAN ANTONIO	Talk Tel. Part	Allan Dale continues
2	THE KENT CAPER	Pop.	Larry Kent with music, humorous sketches and funny phone calls.
3			
4			
5	NEWSBEAT AT FIVE	Talk-News	News, weather, sports, markets, features.
6	BARCO'S BAILIWICK	Pop.	Music and wit with Barclay Russell.
7			
8			
9			
10			
11			
M	ROAD SHOW USA (to 5am)	Pop.	Pat Kirby

OVERALL TYPE Ethnic (Spanish)

OVERALL TYPE Popular

News on the hour and half hour. Mystery sound contest, 15 minutes before the hour. The broadcaster plays a sound and the audience identifies it.

News on the hour and half-hour from WOAI and NBC. WOAI carries NBC Weekend Monitor, Houston Astros baseball, and Houston Oilers football.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# SAN BERNARDINO

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KCKC	6	23. 6-10a	17. 10-3p	23. 3-7p	14. 7-12m		80%	60%		8%
	12	20.	16.	20.	13.					
	18	19.	15.	19.	12.					
	24	18.	14.	18.	11.					
KFXM	12	20. 6-10a	16. 10-3p	20. 3-7p	16. 7-12m	9. 12-6a	80%	50%	4%	8%
	18	18.	15.	18.	15.	8.				
	24	16.	14.	16.	14.	7.				
KMEW	5	17.50 6-9:30a	13.50 9:30-4p	17.50 4-7p	13.50 7-10p	9.75 10-6a	75%	50%	5%	10%
	10	17.	13.	17.	13.	9.50				
	20	16.50	12.50	16.50	12.50	9.25				
	30	16.	12.	16.	12.	9.				
	40	15.50	11.50	15.50	11.50	8.75				
KPRO	5	12. 6-9:30a	10. 9:30-	12. 3:30-7p	10. 7-1a		80%	50%	15%	20%
	10	8.	6.75 3:30p	8.	6.75					
	20	7.	5.50 5:30-6a	7.	5.50					
	40	6.25	5.	6.25	5.					
KRNO	12	8. 6-9a	6. 9-3:30p	8. 3:30-7p			80%	50%	10%	15%
	24	7.	5.	7.						
	36	6.	4.	6.						

For just **\*\$45** you can have your own copy of the **1968 RADIO PROGRAMMING PROFILE . . .** including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

MBS Affil.  
1350 kc  
5,000 w day  
500 w night

San Bernardino, Calif  
**KCKC**

Blair

NAB

Indep.  
590 kc  
1,000 w

-422-

San Bernardino, Calif.

**KFXM**

Robert Eastman

NAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM HOUR	News Serv.	Farm news - national and California egg prices.
6	COUNTRY-WESTERN SHOW	C & W	Up-tempo music, bright, informative sound. Van Patrick-sports
7	Dick McKelvey		
8			
9			
10			
11	COUNTRY-WESTERN SHOW	C & W	
N	Bob Mitchell		
1			
2			
3	COUNTRY WESTERN	C & W	Van Patrick & Bill Stern - sports.
4	Bob Griffin		
5			
6			
7	COUNTRY-WESTERN SHOW	C & W	10:35 p.m. - The World Today
8	Ron Christian		
9			
10			
11			
M			
OVERALL TYPE		C & W	

AM	PROGRAM	TYPE	COMMENTS
5	JOHNNY HELM	Contemp	(from 11 pm)
6	GARY MARSHALL	Contemp	
7			
8			
9			
10	CHARLIE WALTERS	Contemp	
11			
N			
1			
2	DICK LYONS	Contemp	
3			
4			
5			
6	DANNY DARE	Contemp	
7			
8			
9			
10			
11	JOHNNY HELM	Contemp	
M			( to 6 am)
OVERALL TYPE		Contemporary	

MBS News on the half-hour.

Modern C & W format with a heavy accent on news and public affairs.

Indep.  
1290 kc  
5,000 w

-423-

San Bernardino, Calif

# KMEN

McGavren-Guild-PGW

AM	PROGRAM	TYPE	COMMENTS
5	PHIL OTIS SHOW	Contemp. Pop.	
6	ROBERT E. WALKER SHOW	Contemp. Pop.	
7			
8			
9	MARK FORD SHOW	Contemp. Pop.	
10			
11			
N	RUSS O'HARA SHOW	Contemp. Pop.	
1			
2			
3	DAVE MC CORMICK SHOW	Contemp. Pop.	
4			
5			
6	T. MICHAEL JORDAN SHOW	Contemp. Pop.	
7			
8			
9	BRAD EDWARDS SHOW	Contemp. Pop.	
10			
11			
M	PHIL OTIS SHOW (to 6 a.m.)	Contemp. Pop.	

OVERALL TYPE Contemporary-popular

News once per hour at :20 till. Editorial "Reflections" hourly.

Indep.  
1440 kc  
1,000 w

San Bernardino, Calif.

# KPRO

Alan Torbet Assocs.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	BILL LOREN	Pop. - Stand.	
6	STEINBRINCK SHOW	Pop. - Stand.	"Steinbrinck" is one of Southern California's Top Radio Personalities. Runs a very humorous "wake-up" show and "sells" his commercials.
7			
8			
9			
10	JOHN RADER	Pop. - Stand.	Light-hearted companion for his housewife audience.
11			
N			
1	MITCH FARRELL	Pop. - Stand.	Warm, personal touch. Everyone's afternoon favorite.
2			
3			
4	BILL GEBREAU SHOW	Pop. - Stand.	Off-beat humor highlight's this drive-time show. Tremendous rapport with his listeners.
5			
6			
7	JOHN RADER SHOW	Pop. - Stand.	Second session is as delightful as the first.
8			
9	TERRY LEE	Pop. - Stand.	The ideal end to a perfect day with this veteran radio professional.
10			
11			
M			

OVERALL TYPE Pop. - Standard

News on the hour. Sports at 7:30, 8:30 a.m., 5:30 p.m.. Angels baseball - local football - Rams football - local basketball. Automobile racing. KPRO is a bright and happy radio station appealing to the area's adult audience. Very heavy on promotion and personality. Heavy on local news and sports. Traffic Watch each morning and afternoon.



Indep.  
1240 kc  
1,000w day  
250w night

-424-

San Bernardino, Calif.

# KRNO

Edward Petry

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	GOLDEN SOUNDS	Stand.	You wake up and get going with a light, bright, up beat sound! In addition to a long tenure as a wake-up personality, Bruce has piloted a Boston, Mass. Sky-Watch, which means he is attuned to current weather conditions, traffic reports, etc. "Go with Bruce Wayne and you go informed".
6	Bruce Wayne		
7			
8			
9			
10	GOLDEN SOUNDS	Stand.	A true homemaker's companion with soft lilting melodies, including a heavier preponderance of male vocals - Goulet, Sinatra and Martin. Don is KRNO's contest king, with prizes galore for the ladies.
11	Don Folsom		
N			
1			
2	GOLDEN SOUNDS	Stand.	For the trip home, entertainment with bouncy instrumentals and bright vocals interspersed with traffic reports. Jerry was #3 in Seattle and is #2 in San Bernardino.
3	Jerry Mason		
4			
5			
6	MODERN CONCERT HALL	Album	"Vance Weber"...another KRNO veteran whose good music pattern consists of the best of Percy Faith, Mantovani, Broadway and Hollywood show tunes.
7	Vance Weber		
8			
9			
10			
11			
M			
OVERALL TYPE		Standard	

News on the hour and :30. 10 min. news at 6:55, 7:55am and 4:55, 5:55pm. Stock Market report at 8am and 5pm. Weather at :15 every hour. Sports at :45 every hour. The KRNO music pattern is formatted specifically to the San Bernardino market. Music is light, bright, happy, lyrical - music that comes up from the middle-of-the-road class. KRNO quality control assures a music continuity that appeals to the young and adult audience.

# SAN DIEGO

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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KCBQ	6	30. 6-10a	26. 10-3p	30. 3-7p	21. 7-10p	16. 10-6a	80%	50%	4%	8%
	12	28.	23.	28.	19.	15.				
	18	26.	21.	26.	18.	14.				
	24	24.	19.	24.	17.	13.				
	30	22.	17.	22.	16.	12.				
KDEO	6	21. 6-10a	17. 10-3p	21. 3-7p	13. 8-12m	12-5a	80%	60%	5%	7½%
	12	20.	16. 7-8p	20.	12. 5-6a	50% of Evening				
	18	19.	15.	19.	11.					
	24	18.	14.50	18.	10.					
KFMB	6	28. 6-10a	24. 10-3p	28. 3-7p	22. 7-----6a		80%	50%	10%	20%
	12	26.	22.	26.	20.					
	18	24.	20.	24.	18.					
	24	22.	18.	22.	16.					
	30	20.	16.	20.	14.					
KGB	12	33. 6-9a	28. 9-3p	33. 3-7p	24. 10-12m	12-6a	80%	60%		5%
	18	31.	26. 7-10p	31.	22.	50% of Daytime rate				
	24	30.	25.	30.	20.					
KOGO	6	34. 6-10a	26. 10-4p	30. 4-7p	13. 7-1a		80%	50%		
	12	31.	23.	27.	11.50					
	18	30.	22.	26.	11.					
	24	29.	21.	25.	10.50					
KSDD	6	27. 6-10a	20. 10-3p	27. 3-7p	12. 7-12m		80%	50%	7½%	10%
	12	25.	19.	25.	11.					
	18	24.	18.50	24.	10.					
	24	23.	17.	23.	9.					
KSON	6	16. 6-10a	14. 10-3p	16. 3-7p	12. 7-off		80%	60%	7½%	10%
	12	15.	13.	15.	11.					
	18	14.	12.	14.	10.50					
	24	13.	11.	13.	9.75					
	30	12.	10.25	12.	9.					
	36	11.50	9.75	11.50	8.50					
	42	11.	9.25	11.	8.25					
	48	10.50	9.	10.50	7.75					

Amer. Contemp. Net.  
1170 kc  
50,000w day  
5,000w night

-426-

San Diego, Calif.

**KCBQ**

Indep.  
910 kc  
1,000 w

San Diego, Calif

**KDEO**

Blair

NAB

H-R

NAB

AM	PROGRAM	TYPE	COMMENTS
5	JACK VINCENT	Pop. - Contemp	13 yrs. of entertaining in same time period.
6	DEX ALLEN	Pop. Contemp.	Bright, vital, fun-to-listen-to morning man. He loves San Diego and it loves him.
7			
8			
9	SCOTTY DAY	Pop. Contemp.	Information, household hints, agreeable music in a neatly packaged, modern day music box, tied with a happy ribbon. Scotty keeps company with the housewife. His mature approach makes him an instant hit.
10			
11			
N	BARRY BOYD	Pop. Contemp	A bright Canadian personality who features his own "Beefs and Bouquets" show involving listeners from all walks of life.
1			
2			
3			
4	BIG MIKE	Pop. Contemp	"Big Mike" is truly big-big voice, big talent. Teens think he's groovy, and adults enjoy and respect him.
5			
6			
7	BOBBY WAYNE	Pop. Contemp	Probably as fine a wild track DJ as there is in the country. Bobby successfully blends his music with recorded voice, sounds, and his own personality to create a marvelously amusing, up-tempo program that is thoroughly enjoyed. A very groovy guy, and an outstanding talent.
8			
9			
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11			
M	JACK VINCENT (to 5:30am)	Pop. Contemp	San Diego's premiere all night man.
OVERALL TYPE		Pop.-contemporary	

Total Local/National News at :20  
4 man news team, UP, American Contemporary Network

AM	PROGRAM	TYPE	COMMENTS
5	SAM SCHWAN	Pop. - Stand.	(midnight to 6 a.m.)
6	ROYCE JOHNSON	Pop. - Stand.	News twice each hour. Traffic reports---Fred Lewis and Chuck Cooper - News-casters. Rod Page Sports.
7			
8			
9			
10	VERNE FREEMAN	Pop. - Stand.	News once each hour.
11			
N			
1			
2	MIKE MCGREGOR	Pop. - Stand.	News once. each hour. Rod Page Sports.
3			
4			
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6			
7	GARY SEGER	Pop. - Stand.	News once each hour.
8			
9			
10			
11			
M	SAM SCHWAN	Pop. - Stand.	(midnight to 6 a.m.)
OVERALL TYPE		Pop. Standard	

News - 2 full time newsmen; 1 full time sports director  
24 newscasts at :30, American Entertainment Network, plus local, UP & AP. Sports 5 mins. at 8am and 5pm.

Total "Double Play" music format, always two records back to bawk. (Average 15 per hour). Limited commercial format (14 minutes per hour). San Diego's only 24 hour a day station programmed with the Popular Adult Music" of today.

CBS Affil.  
760 kc  
5,000 w

San Diego, Calif.  
**KFMB**

Indep.  
1360 kc  
5,000 w day  
1,000 w night

-427-

San Diego, Calif  
**KGB**

Edward Petry

NAB RAB

Robert E. Eastman

NAB

AM	PROGRAM	TYPE	COMMENTS
5	JERRY BISHOP SHOW	Pop.-Stand.	Jerry Bishop--- helps you wake up happy. Music, news, weather, sports, stock market reports and Clancy the Trafficopter.
6			
7			
8			
9			
10	ARTHUR GODFREY	Variety	
11	DON ROSS SHOW	Pop.-Stand	Don Ross, San Diego's most persuasive and convincing personality. Recipe roundup, flea market and Montage.
1	TOPIC Don Ross	Talk-Tel-Part	Information, discussion audience participation. Strong listener response.
2			
3	TOM MURPHY SHOW	Pop.-Stand.	Warm and witty personality- Playbill Award Winner 1961. Music, news, weather, sports, stock market reports and Clancy the Trafficopter.
4			
5			
6			
7	NEWS & SPORTS	News	
8	BOB LYNN	Pop.-Stand.	Specialized programming, excellent nighttime music and moods. Unique in the market.
9			
10			
11			
M			
OVERALL TYPE		Popular-Standard	

AM	PROGRAM	TYPE	COMMENTS
5	RURAL ROUNDUP	Farm	
	DAVE STONE	Contemp.	
6	JIM CARSON	Contemp.	
7			
8			
9	MACK DENIS	Contemp.	
10			
11	JOHNNIE DARIN	Contemp.	
1			
2			
3	DICK SAINT	Contemp.	
4			
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6			
7	BOBBY OCEAN	Contemp.	
8			
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10			
11			
M	DAVE STONE	Contemp.	
OVERALL TYPE		Contemp.	

News on the hour and half-hour. KFMB is the Freeway Flight station...the most experienced traffic reporting station (since 1960). Clancy the Trafficopter is well-known in the San Diego sky. KFMB programming is broad-based, it's the "Spirit of San Diego" offering entertainment, news, information. Serviscope (concentrated campaigns for public service organizations), sports--San Diego Chargers, NFL Championships, World Surfing Championships, Hydroplane Races. Lyle Bond Sports at 5:15 & 6:20 daily. NBA basketball with San Diego Rockets; Masters Golf; Triple Crown Races.

8 min. news at :40 - 24 hours a day.  
Top 30 hits .. hitbounds and some goldens.  
Monthly station promotions.

NBC Affil.  
600 kc  
5,000 w

-428-

San Diego, Calif

**KOGO**

MBS Affil.  
1130 kc  
5,000 w day  
1,000 w night

San Diego, Calif.

**KSDO**

Katz Time-Life Broadcast **NAB RAB**

AM	PROGRAM	TYPE	COMMENTS
5	ERNIE MYERS SHOW	Pop.-Stand.	Ernie Myers comes to the KOGO microphone with an impressive background in show business. His professional activities encompass acting in Hollywood and on Broadway, network radio and San Diego TV. NBC World News Roundup 5:30-5:40 AM; NBC News on the Hour each hour; KOGO News on half-hour and 7:05 and 8:05 AM. NBC Emphasis at 9:30 AM. Sports at 6:15 6:45, 7:45, 8:45 AM.
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2	DON HOWARD SHOW	Pop.-Stand.	Howard is a native San Diegan and is probably the best known DJ in the city. His background includes TV, local and network, movies, nightclubs and top-rated DJ shows. NBC News each hour; KOGO News at :28 past each hour and at 12:05 PM. Emphasis at :30.
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11	ART WAY SHOW	Pop.-Stand.	California-born Art Way has been a member of the KOGO air staff since 1964. Formerly with KGB, San Diego, Art has been active in broadcasting for 15 yrs. NBC News on the Hour each hour; KOGO News at 3:28, 4:30, 5:30 and 6:28. Sports at 4:15, 5:15, 5:55 PM with Al Couppee. Chet Huntley, 6:33 PM.
2			
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10	RICK MARTEL SHOW	Pop.-Stand.	NBC News on the Hour each hour; KOGO News at 7:28; David Brinkley, 7:03 PM. KOGO News on half-hour and at Midnight.
11			
M			

McGavren-Guild-PGW **RAB**

AM	PROGRAM	TYPE	COMMENTS			
5	CAROUSEL	Stand. Pop. Album	Middle-of-the-road album music in quarter hour segments. Brighter tempos during morning traffic times interspersed with time and weather.			
6						
7						
8						
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N						
1						
2	GASLIGHT PREVIEWS	Stand. Pop. Album	Full and mellow arrangements of familiar film and show music and popular standards. Alternately featuring full orchestra, vocalist or group and combo. Tempos varied to stimulate and retain listener attention. Don Kent with local & network news roundup 12-12:15.			
3						
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11	LIMELIGHT	Stand. Pop. Album	Middle-of-the-road album music fashioned for afternoon. Brighter selections during afternoon traffic hours, interspersed with time and weather.			
2						
3						
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9						
10	EBBTIDE	Stand. Pop. Album	Music for transitional hours between dusk and evening. Pleasant setting for dining, relaxing, or easy listening.			
11						
M						
10				GASLIGHT REVUE	Stand. Pop. Album	Increased use of strings and full orchestral arrangements provide a rich setting for nighttime listening. Numbers chosen for beauty, familiarity and mood.
11						
M						

OVERALL TYPE Pop.-Stand.

Sporting Events: San Diego Gulls Hockey and Baseball 8:00-10:30 PM in season, San Diego State College Football, San Diego Hydroplane races;

KOGO's overall programming is directed at a young to medium age adult..production is tight..personalities are best known in local radio..sound is a lively one with heavy emphasis on news and community events. Station editorializes frequently and news department produces regularly scheduled documentaries.

OVERALL TYPE Stand.-Pop.-Album

6-7pm Mondays only OPINION PLEASE, interview-discussion with Sherwood R. Gordon. News on the Hour; Headlines on the half-hour. Commercials clustered at :15, :30, :45 and on the hour. Within clusters, commercials are separated by brief, informative features to heighten listener interest. Radiotorials scheduled six times daily, 3-5 times per week on local, regional, national subjects to stimulate listener involvement.



ABC Info Net Affil.  
1240 kc  
250 w

-429-

San Diego, Calif

# KSON

Adam Young

NAB

AM	PROGRAM	TYPE	COMMENTS
5 6 7 8 9	DICK BYRD SHOW	C & W	Dick was born in Memphis, Tenn. He served 4 years with the Air Force. He developed an interest in radio while in service, working with the Armed Forces Radio. Upon discharge, he attended radio school & worked up to KSON through stations in Miss., New Orleans, Atlanta, Canada & Washington State.
10 11 N 1	BOOTS RABELL SHOW	C & W	Boots started in 1945 in Asheville, N. C. He worked with Smokey on the first four hour daily TV show in San Diego. With KSON since 1954, he has been a race track announcer & m.c.'d every conceivable event. He played banjo for a while but would rather play records.
2 3 4 5 6	NOEL KELLY SHOW	C & W	Noel started his radio career in his hometown of Tulsa, Okla. in 1946. In addition to many years of radio experience, Noel has worked as a country & western announcer on TV with such famous stars as Leon McAuliffe. Noel adds to your listening pleasure daily. His hobby is raising horses on his ranch near San Diego.
7 8 9 10 11 M	BUCK WAYNE SHOW	C & W	Buck was born in Okla. but raised on a farm outside Cleburne, Texas. He flew a B-17 in World War II & spent a long time in a German prisoner of war camp. A civilian again, Buck got a degree in radio & journalism from Texas Western U. He then pursued his two favorite loves, music & radio. San Diego's favorite Western dance band is "Buck Wayne & The Buckshots", with Buck leading from his steel guitar.

OVERALL TYPE Country & Western

ABC World News, Sports, Weather

Modern Country with well-known personalities in the market. Station has a basic adult appeal.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires  
Automobiles  
Batteries  
Blankets  
Bleach  
Boats  
Borax  
Breakfast Foods  
Bus Lines  
Cameras  
Canned Goods  
Candy  
Carpets  
Cat Food  
Cereals  
Cheese  
Chlorides  
Cigarettes  
Cigars  
Cleansers  
Coffee  
Condiments  
Cordials  
Cosmetics

Corsets  
Cough Syrups  
Cream (Dental)  
Cream (Face)  
Cutlery  
Dairy Products  
Dancing Schools  
Dentifrices  
Deodorizers  
Detergents  
Dinnerware  
Disinfectants  
Dog Food  
Electric Fans  
Electric Shavers  
Electric Toasters  
Floor Covering  
Frozen Foods  
Fruits  
Furs  
Ginger Ale  
Grape Juice  
Gum  
Hair Tonics

Hosiery  
Ice Cream  
Insect Powder  
Insurance  
Laxatives  
Lingerie  
Liniment  
Liqueurs  
Lubricants  
Margarines  
Mechanical Toys  
Milk  
Mixes (Cake)  
Motor Oils  
Motor Trucks  
Motorcycles  
Mufflers  
Nuts  
Oil (Cooking)  
Pancake Flour  
Peanuts  
Pens  
Perfumes  
Pianos

Pipes  
Polishes (Auto)  
Potato Chips  
Radios  
Razors  
Refrigerators  
Resorts  
Salad Oils  
Shoes  
Soap (Toilet)  
Soap (Powder)  
Soft Drinks  
Soups  
Spark Plugs  
Sugar  
Syrups  
Tea  
Tobacco  
Tools  
Toys  
Trucks  
Vacuum Cleaners  
Washing Machines  
Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives

# SAN FRANCISCO

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KABL	6	80. 6-10a	70. 10-3p	80. 3-7p	45. 7-12m		95%	85%		
	12	75.	65.	75.	40.					
	18	65.	55.	65.	35.					
	24	60.	50.	60.	30.					
	30	55.	45.	55.	25.					
	36	50.	40.	50.	20.					
KCBS	5	55. 6-10a	43. 10-4p	50. 4-7p	28. 7-9:30p	23. 9:30-11:30p	See Card	60%		
	10	50.	39.	45.	25.	21.				
	15	48.	37.	43.	23.	19.				
	20	46.	34.	41.	21.	18.				
KDIA	12	15.50 6-9a	14. 9-4p	15.50 4-7p	14. 7-1a	5. 1-5a	See Card	50%	5%	10%
	18	15.	13.50 5-6a	15.	13.50					
	24	14.50	13.	14.50	13.					
	36	13.50	12.	13.50	12.					
KFRC	6	68. 6-10a	55. 10-3p	68. 3-7p	42. 9-1a	14. 1-5a	See Card	50%	5%	10%
	12	66.	53. 7-9p	66.	40. 5-6a					
	18	64.	51.	64.	38.					
	24	62.	48.	62.	35.					
	30	60.	46.	60.	32.					
	48	52.	39.	52.	26.					
KGO	6	75. 6-10a	44. 10-3p	66. 3-7p	30. 7-9:30p	44. 9:30-1a	80%	60%	5%	10%
	12	66.	42.	59.	28.	42.				
	18	63.	40.	55.	25.	40.				
	24	60.	38.	53.	23.	38.				
	30	58.	36.	50.	22.	36.				
	48	51.	33.	44.	20.	33.				
KIBE * Freq. Rates	13	20. All periods					14.			
	26	18.					13.			
	52	16.					12.			
	104	14.					11.			
	260	13.					10.			
	512	12.					9.			
624	11.					8.				
KKHI	6	28. 6-9a	23. 9-3p	28. 3-6p	34. 6-12m		80%	70%	4%	8%
	12	26.	22.	26.	32.					
	18	23.	20.	23.	28.					
	24	21.	18.	21.	25.					
	30	20.	17.	20.	23.					
	36	19.	16.	19.	22.					
KKIS	10	9.50 6-10a	7. 10-3p	9.50 3-7p	7. Other		See Card	50%		
	20	8.50	6.50	8.50	6.50					
	30	7.50	6.	7.50	6.					
	40	7.	5.50	7.	5.50					
	50	6.	5.	6.	5.					
KNBR	3	55. 6-10a	40. 10-4p	45. 4-7p	20. 7-12m	7. 12-6a	See Card	5%	10%	
	5	50.	35.	40.	16.					
	10	45.	30.	35.	15.					
	15	40.	25.	30.	14.					
	20	35.	20.	25.	13.					
	30	30.	15.	20.	12.					

# announcing the biggest news in new york radio in 25 years...



The doughnut we're talking about is the rich ring of close-in suburbs where they spend more money on more things more often than they do in New York City. You can wrap up this big market in a single efficient and effective radio buy for the first time ever with Greater New York

Radio, a powerhouse combination of four of the nation's top suburban stations with audience and impact that stacks up as a brand-new major radio station. It's one buy. One bill. One attractive rate. When you're after the doughnut, it doesn't make sense to put all your money in the hole. Get the full story from your Petry man or from Greater New York Radio. And have your girl keep the coffee hot, we'll bring the doughnuts. **GREATER NEW YORK RADIO**, 509 MADISON AVENUE. 752-1455.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
KNEW	6	55.	6-10a	30.	10-4p	40.	4-7p	15.	7-12m	12-6a	80%	50%		10%	
	12	50.		28.		35.		14.		50% of Evening Rates					
	18			24.		30.		12.							
	24			20.				10.							
	30			18.				9.							
KOFY	6	10.	All periods-	Min. 4 wks	ROS										
	12	9.50									7.25				
	18	9.									7.				
	24	8.50									6.75				
	30	8.									6.50				
KPAT	3	22.	6-9:30a	19.	9:30-	22.	3:30-7p	17.	7-12m	8.50	12-6a	80%	50%	10%	20%
	5	18.		15.	3:30p	18.		13.		6.50					
	10	17.		14.		17.		12.		6.					
	15	16.		13.		16.		11.		5.50					
	25	15.		12.		15.		10.		5.					
	35	14.		11.		14.		9.		4.50					
KSAY	7	15.	All periods												
	15	17.													
	22	13.50													
	29	12.50													
KSFO	5	100.	6:05-	65.	9:05-3p	80.	3-7p	28.	8-12m	12-6a	80%	50%			
	10		9:05a	60.				26.		On Request	Except Evening				
	15			56.				24.			100%				
	20			53.				22.							
	25			50.				20.							
KSOL	12	15.50	6-9a	14.	9-4p	15.50	4-7p	14.	7-12m	5.	12-6a		50%		
	18	15.		13.50		15.		13.50				13.			
	24	14.50		13.		14.50		13.				12.50			
	36	13.50		12.		13.50		12.				12.			
KYA	3	50.	6-10a	37.	10-3p	50.	3-7p	37.	7-10p	23.	10-1a	80%	50%		
	6	46.		35.		46.		35.		22.					
	9	44.		33.		44.		33.		21.					
	12	42.		31.		42.		31.		20.					
	15	41.		30.		41.		30.		19.					
	18	40.		29.		40.		29.		18.					
	21	39.		28.		39.		28.		17.					
	24	38.		27.		38.		27.		16.					
	30	36.		25.		36.		25.		15.					
	36	34.		23.		34.		23.		14.					
	48	32.		21.		32.		21.		13.					



Indep.  
960 kc  
5,000 w

-434-

Oakland, Calif.  
(San Francisco)  
**KABL**

CBS Affil.  
740 kc  
50,000 w

San Francisco, Calif.

**KCBS**

Katz McLendon Pacific Group **RAB**

CBS Radio Spot Sales CBS Owned **NAB RAB**

AM	PROGRAM	TYPE	COMMENTS
5	KABL MUSIC	Album	<p>KABL's new sound features the world's most familiar, best-loved melodies of all time. Each hour brings the listener a balanced presentation of tunes he knows, including standards plus newer tunes which will establish themselves as standards in time.</p> <p>Exciting, lush strings such as Percy Faith, Andre Kostelanetz, Hollyridge Strings, Mantovani, and the Boston Pops.</p> <p>Vocalists include the extremely popular Frank Sinatra, John Gary, Anita Kerr Singers, Jack Jones, Barbara Streisand, Andy Williams, Doris Day, and Dean Martin.</p> <p>Spotlighted is the delightful, light and lively music of Herb Alpert, Martin Denny, George Shearing, Ray Conniff, Laurodo Almeida along with the popular bands and orchestras such as Lawrence Welk, Herman Clebanoff, Al Hirt, Felix Slatkin, plus the piano stylings of Ferrante/Teicher, Peter Nero, Roger Williams, and Joe Harnett.</p> <p>KABL Music is bright and vibrant...glowing with current arrangements of the great standards with a modern flavor.</p> <p>The KABL News Department is small, yet amazingly fast and accurate in its presentation of all Bay Area, nationwide, and world news in the form of headlines every hour on the half-hour 24 hours a day, plus many extended newscasts, lengthened to provide a total report of every major event. In addition, constant and concise weather information is given during drive time periods as well as throughout the remainder of the day and evening.</p>
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11			
M			
OVERALL TYPE		Album	

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC 'TIL DAWN	Class. Album	Sponsored by Amer. Airlines
	KCBS NEWS AT DAWN	Talk	News, weather, traffic, sports
6	McELHATTON'S MORNING	Talk-	Quick-witted, articulate and literate, McElhatton presides. Largely news-oriented, features telephone call outs to newsmakers, national, international and local news, weather, traffic reports, sports and business news. Al Hart, Al Helms and Clancy Cassell.
7	Dave McElhatton		
8			
9			
10	ARTHUR GODFREY	Variety	Orchestras, regulars, guests.
11	KCBS NEWSRADIO 74/OPINIONS Mike Cleary	Talk Tel. Part.	2 important issues selected from days news. Listeners phone in opinions (90sec.)
N	TODAY AT NOON D.Mozley, D.Klein C.Cassell	Talk-News	KCBS newsmen & reporters in the field file reports on the air in Q & A style.
1	NEWSRADIO/AFTERNOON	Talk-	An all-inclusive informal discussion of the most current topics; some news, sports, weather & traffic toward end of the show. Hosts are youthful and reflect their own vital interest in the world around them. Also includes call outs to newsmakers.
2	Mike Felix Mike Cleary		
3			
4			
5	NEWSDAY	Talk-News	News block featuring reports from KCBS newsmen on local and regional stories as well as CBS news and news features.
6	Don Mozley Don Klein Bob Donnelly		
7			
8	FRED WILCOX	Talk-Tel. Part.	Open forum discussions of a wide variety of stimulating subject matter. Amplification of news stories - some weather and late sports scores.
9			
10			
11	MUSIC 'TIL DAWN	Class. Album	Sponsored by American Airlines. (till 6am)
M	Ken Ackerman		
OVERALL TYPE		Talk	

Local and Network news on the hour.  
Stanford football and basketball.

San Francisco's original information - conversation station. Top news reputation. Talk-back radio. Variety of subjects. Controversial. Audience involvement.

On May 27, KCBS programming format will change to ALL-NEWS.

Indep.  
1310 kc  
5,000 w

Oakland, Calif.  
(San Francisco)

**KDIA**

Indep.  
610 kc  
5,000 w

-435- San Francisco, Calif.

**KFRC**

Bernard Howard

NAB RAB

RKO Gen'l Nat'l Sales

RKO Gen'l Bdcstg.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	SPIRITUALS AT 5	Relig.	Al Moreland - Negro Spiritual and Gospel music.
6	BOB JONES SHOW	R & B	"Skin & Bones" Bob Jones' show is lively, with wake-up appeal. News at :20. Job Finder - listing of specific jobs from State Employment Service & city govt. Social Whirl. "Profiles in Black" - Negro vignettes. Editorials. Emphasis on events of direct interest to Negro listeners.
7			
8			
9			
10	DOUG CASS SHOW	R & B	Doug, who "keeps on movin'", has over 6 years experience in Negro radio, was Program Director of another Bay Area station. News at :20. Job Finder and other Personal Service features (see above)..
11			
N			
1			
2	BOB WHITE SHOW	R & B	Tremendously popular, with a rare way of getting across his personality, Bob also uses his skill at production to bring fresh touches to his "Bobby White Flight". News and Personal Service features as above. Sports at 6:20.
3			
4			
5			
6			
7	CHUCK SCRUGGS SHOW	R & B	Chuck is always uptight and professional with the touch that's right in the evening. News at :20. Job Finder. "Profiles in Black" - see above. Social Whirl. Editorials. Emphasis on events of direct interest to Negro listeners.
8			
9			
10			
11			
M	THE NIGHT HAWK	R & B	15 yr. vet of Negro radio, Wally has what is probably most popular after Mid. show

AM	PROGRAM	TYPE	COMMENTS
5	GLENN ADAMS SHOW	Pop. Contemp.	7 minute news at 12:40, 1:40, 2:40, 3:40, 5:40. KFRC Farm Closeup 5:20-5:25.
6	MIKE PHILLIPS SHOW	Pop. Contemp.	7 minute news at 6:40, 7:40 and 8:40.
7			
8			
9	JOHNNY BRIDGES SHOW	Pop. Contemp.	7 minute news at 9:40, 10:40, 11:40.
10			
11			
N	HOWARD CLARK SHOW	Pop. Contemp.	7 minute news at 12:40, 1:40, 2:40.
1			
2			
3	JAY STEVENS SHOW	Pop. Contemp.	7 minute news at 3:40, 4:40, and 5:40.
4			
5			
6	SEBASTIAN STONE SHOW	Pop. Contemp.	7 minute news at 6:40, 7:40. 4 minute news at 8:20. Bay Area Sports Scene 8:24-8:27.
7			
8			
9	DALE DORMAN SHOW	Pop. Contemp.	5 minute news at 9:20. Bay Area Schools Today 9:25-9:27. 7 minute news at 10:40, 11:40.
10			
11			
M	GLENN ADAMS SHOW	Pop. Contemp.	7 minute 12:40, 1:40, 2:40, 3:40, 4:40, 5:40.

OVERALL TYPE Rhythm & Blues

OVERALL TYPE Popular contemporary

5 minutes news at :20 each hour, emphasis on Negro news. Profiles in Black - 1½ minute vignettes on Negro contributions to American life. Other features of specific, immediate service to the Negro community.

Sunday 4:50am-8:30am Religion.  
10:00pm-12 midnight KFRC Perspective.

ABC Affil.  
810 kc  
50,000 w

-436-

San Francisco, Calif.

**KGO**

Indep.  
1220 kc  
5,000 w

Palo Alto, Calif.  
(San Fran.)

**KIBE**

Blair ABC Station NAB RAB

Roger Coleman NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	NEWSBEAT MORNING EDITION	Talk-News Service	Ray Tannehill, Information Network News, Sacramento Report. Business & Stocks, National & International News, Paul Harvey, Richfield Reporter, Sports, Helicopter Traffic Reports.
7	Ray Tannehill		
8			
9	JIM DUNBAR	Talk-Tel. Part.	Telephone talk show reflects current events and plays off the preceding three hour Newsblock.
10			
11			
N	NEWSBEAT NOON EDITION	Talk-News Service	Ted Wygant, Information Net. News, Stocks, Paul Harvey, Local News, Sports, Weather.
1	OWEN SPANN	Talk-Tel. Part.	Interview/Talk Show - Celebrities, current events, etc.
2			
3			
4	NEWSBEAT EVENING EDITION	Talk-News Service	Ted Wygant News, Stocks & Business, Tom Harmon Sports Alex Dreier, Los Angeles Rpt., Information Net. News, Sportssound West, Wide World of Melvin Belli, World News Wrapup, plus frequent Helicopter Traffic Reports.
5			
6			
7	JIM MOORE	Talk-Tel. Part.	Jim, the eternal optimist, tries to help callers rationalize their irrationalities (Thurs. 9-9:30 Ski Reporter-Eric Johnson)
8			
9			
10	IRA BLUE	Talk-Tel. Part.	Ira conducts the Bay Area's oldest continuing telephone talk show. Talks to callers from Mexico's Yucatan peninsula to Chicken, Alaska
11			
M			
OVERALL TYPE		Talk- Tel. Part.	

AM	PROGRAM	TYPE	COMMENTS
5			News & weather on a bulletin basis. Special features, such as live symphony concerts or opera broadcasts and other special cultural events on weekends.  Station slogan is "This is your Radio Concert Hall". Emphasis in public service and commercial programs is on cultural events and personalities contributing to the arts, and interviews with provocative cultural leaders. Station editorials are concerned with cultural issues.
6			
7	PRESTO	Class.	
8			
9	ALLEGRETTO	Class.	
10			
11			
N	ANDANTE	Class.	
1			
2			
3			
4	COM MOTO	Class.	
5			
6	PRELUDE	Class.	
7	INVITATION TO THE DANCE	Class.	
8	KEYBOARD -MWF CONCERT HALL-TTh.	Class.	
9			
10			Sunrise to local sunset
11			
M			
OVERALL TYPE			

KGO's combination of San Francisco atuned personality conversation shows, plus its award-winning news operation make it one of the Bay Area's most popular stations with adult audiences.

MBS Affil.  
1550 kc  
10,000 w

San Francisco, Calif.

**KKHI**

Indep.  
990 kc  
5,000 w

-437-

Pittsburg, Calif.

(San Fran.)

**KKIS**

McGavren-Guild-PGW A Buckley Station

Marlan Oaks, (LA)

AM	PROGRAM	TYPE	COMMENTS
5			
6	MORNING FESTIVAL Keith Lockhart	Class.	Shorter, brighter, familiar instrumentals (no vocals). MBS News :55. Headlines on the half-hr. Time-weather-traffic reports. Investor's Market Capsule direct from Shearson Hammill. Various exclusive KKHI-produced features. Listing below.
7			
8			
9	SYMPHONIC VARIATIONS	Class.	Concertos, tone poems, suites.
10	TEL. MUSIC QUIZ CONCERT GRAND THIS DATE IN MUSIC	Tel. Part Class. Music	Tel. audience part. quiz. Piano music Anniversary of composers & artists and their music.
11	POPS CONCERT	Class.	Familiar light, melodic classics.
N	UNITY VIEWPOINT LUNCHEON CONCERT	Relig. Class.	Philosophical type Familiar melodic classics
1	WORLD OF OPERA COMPOSERS CORNER	Class. Music	Operatic Arias A composers life & works
2	SYMPHONICALLY YOURS	Class.	The great symphonies
3	DESIGNS IN MELODY Fred Kroek	Class.	"Eine Kleine" Commute News-shorter bright tempo, familiar instrumentals (no vocals) MBS News :55. Headlines on half-hr., time, weather, traffic, ski reports. Investor's Mkt. capsule-Shearson Hammill. Exclusive KKHI-features.
4			
5			
6	DINNER CONCERT	Class.	Generally familiar, accenting melody.
7			
8	GUEST ARTIST	Class.	Pianist, violinist, or other soloist - biography of an artist.
9	CONCERT AT NINE	Class.	Like a concert at Symphony Hall.
10	ECHOES & ENCORES ENCHANTING HOUR	Class.	Vocal music, operatic and folk works of Romantic composers.
11	MUSIC OF THE SPHERES	Class.	Great works of the masters.
M			
	OVERALL TYPE	Classical	

AM	PROGRAM	TYPE	COMMENTS
5			
6	GOOD MUSIC	Varied	We play a careful blend of full instrumental, group and male or female vocals, plus lead instrumental (piano, horn, etc.) numbers. We play the old favorites and the brand contemporaries ...La Boheme (Raymond Le Fevre), Maria (Andy Williams A Taste of Honey (New Classic Singers) and Indian Summer (Herb Steward). Also Mantovani, Herb Alpert, John Davidson, Frank Sinatra and Lawrence Welk, etc.
7			
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11			
N			
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6			
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8			
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11			
M			
	OVERALL TYPE	Varied	

Music is clustered with breaks at :15, :30 and :45. There are special features on the half hour of from one to two minutes in length. They include: sports, stock news, business news, editorial commentary, entertainment reviews, marine-line 990 (this starting Friday afternoon continuing all day Sat. & Sun.), weekend trading post, emergency reports.

The :15 break contains a special short unit...KKIS Datebook, Weekend Guide, Church Note, Campus Spotlight or weather for one of the many areas we cover. Additionally, KKIS Meteorologist Cliff Harris reports hourly on general weather and gives a special marine weather report on Friday afternoon, Sat. & Sun.

We do not use personalities. Following the farm news at 5:50am, we air the first of our news 990 reports (8 minutes) which we continue on the hour all day, concluding with the 12 midnight news 990 report.

KKIS has been programming "good" music since late in 1967.

MBS News at :55. KKHI AM & FM rotates its own 1-min. Features from sign-on to sign-off such as: Travel Notebook; Gallery Guide; Program Notes; Cultural Calendar. KKHI AM & FM are the only stations in the San. Fran.-Oakland Bay Area and N. Calif. with classical music on AM & FM. Very promotion and publicity minded. Exclusive in N. Calif. Metropolitan Opera Broadcasts N.Y. Philharmonic; Boston Pops; Oakland Symphony Orchestra (live); San Francisco Symphony (live).

We broadcast the play-by-play of  
the San Francisco Warriors,  
the Oakland A's,  
the All-Star Game and  
the World Series.

No other radio station in  
the Bay area has a  
sporting chance.



**KNBR**  **RADIO 680**

*The NBC Owned Radio Station in San Francisco  
Northern California's Major League Station*

*Represented Nationally by Robert E. Eastman & Co., Inc.*



NBC Affil.  
680 kc  
50,000 w

-439-

San Francisco, Calif.

# KNBR

Robert Eastman

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	JIM JONES (from midnight)	Pop. Stand.	Musical guide for San Franciscans through the mid-night hours.
6	FRANK DILL	Pop. Stand.	Fresh, brisk personality to match the morning air. Dill calls on the "Red Baron" for traffic bulletins...and gets latest weather by short wave radio from the Capt. of the Tiburon ferry. Complete sports report 7:35. A daily tribute to the ladies with his "Secretary of the Day" award of a corsage and dinner for two.
10	DAVE NILES	Pop. Stand.	KNBR's ladies' man is personable and articulate Dave Niles. Between musical selections, Dave gives capsule comments on books, magazines, theatre and nightclub performances in the Bay area. Featured daily are on-the-spot fishing and hunting reports phoned in by KNBR Sports Club director Bill Ellery.
2	BILL BALLANCE	Pop. Stand.	Bill Ballance, master of instant wit, entertains KNBR's going-home crowd with fast-paced gags and the melodic best of today's music. Ten min. of news opens each hour. HankGreenwald, KNBR's color man for Warriors' basketball broadcasts, reports on sports 5:35-5:40pm.
6	NEWS BLOCK	Talk-News	NBC & lcl. news. Robert Lazich-spts. Bill Ryan-Huntley
7	JOE GILLESPIE	Pop. Stand.	Joe fills the night with a broad spectrum of music, including show tunes, motion picture scores, and well-remembered standards. Ten minutes of news each hour. Sports bulletins throughout the program.
M	JIM JONES (till 6am)	Pop. Stand.	Jim Jones musically guides San Franciscans through the midnight hours.
OVERALL TYPE		Popular-Standard	

**GOT AN IDEA FOR US**

**THAT CAN MAKE**

**PLANNING AND BUYING**

**EASIER FOR YOU?**

**TELL US ABOUT IT.**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

NBC News on the Hour, every hour, followed by 5 minutes of local news. NBC Radio Network Emphasis, on the half-hour, 9:30am to 3:30pm. Sports Frank Dill 7:35-7:40am, Hank Greenwald 5:35-5:40pm, and Robert Lazich 6:10-6:15pm. Station carries San Francisco Warriors basketball in season and Oakland Athletics baseball in season. 6 o'clock news includes News of the World with Bill Ryan.

# The day democracy outdrew baseball.



It was a Thursday. 7,000 people filled San Francisco's Civic Auditorium for a debate: "Who should be elected President in '68?"

The best any major league baseball game (even the one played in the Bay Area) could do was 4,800.

Why all this interest in talk? Because of KNEW. 4 Communicasters—intelligent, humorous, well-informed—discussed the Presidential candidates.

Everyone in the audience made a donation to KNEW's Community Action Fund for worthy causes. These were involved, responsive, concerned citizens; they knew this was something too good to miss.

It was. The debate reflected the same kind of exciting atmosphere that attracts listeners to KNEW.

Two-Way Radio invites involvement. Makes talkers out of listeners, offers a platform for private opinion and public action, proves how much Americans care about the democratic process.

If a radio station can move people to fill the city's largest Auditorium for a debate . . . imagine how it moves listeners day-in and day-out.

## KNEW/91

Metromedia Two-Way Radio  
in the San Francisco Bay Area  
Represented by Metro Radio Sales

Indep.  
910 kc  
5,000 w

San Fran-Oakland, Calif.

# KNEW

Indep.  
1050 kc  
1,000 w

-441-

San Francisco, Calif.

# KOFY

Metro Radio Sales    Metromedia Station    NAB    RAB				Direct    RAB				
AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS	
5	RON DUNN (from lam)	Talk-Tel. Part.	This late night segment controlled by experienced reporter.	5	Ethnic (Span.)	SALUDOS AMIGOS! Is the traditional Spanish greeting, and that's the way more than 520,000 Mexican-Americans living in the San Francisco/Oakland area like their Spanish "K O F Y".  K O F Y, with its transmitter site ideally located just 12 miles from downtown San Francisco (in Mateo), is the <u>only</u> radio station within the metropolitan area programming specially for the Spanish-speaking people.  K O F Y's 1000 watts of power at 1050 kc carries a signal loud and clear throughout the entire Bay area and surrounding counties.  K O F Y carries more total <u>hours of all-Spanish programming</u> than any other radio station reaching this lucrative Latin market.  K O F Y reaches and sells the huge Spanish language market by means of its successful music, news, sports, and public service shows.  K O F Y air-personalities have earned the confidence and loyalty of this Mexican-American market. BELIEVABILITY is the all-important factor that creates Sales for K O F Y advertisers.  Personalities: Pablo Saavedra, Julio Pais Jiron, Henry Flores, Jesus Valenzuela, and more.  Feature: Live Spanish newscasts each hour on the hour. Fast pace. Remote-coverage of local events including San Jose, San Mateo & San Francisco. National and international events. Sports.  Feature: Special weekly programs and daily reports directly from Mexico City and outlying areas.		
6	JOE DOLAN	Talk-Tel. Part.	More than "idle chatter" and Joe's more than a telephone talker. Questions & issues that concern most Americans-Vietnam, poverty, taxes, are dissected and debated. A master at logic, Joe knows the facts behind all these stories and hosts a provocative and stimulating morning show.	6				
7				7				
8				8				
9				9				
10	HILLY ROSE	Talk-Tel. Part.	Directed to the interests of and participated in by - family-raising homemakers. Rose is a news-oriented, well-informed broadcaster - able to get the real story about real topics and real people. Whoever is in the news is subject to a call.	10				
11				11				
N				N				
1	ROBIN KING	Talk-Tel. Part.	Frequent lecturer and writer, talented designer, illustrator with more than 100 book-covers to his credit, King meaningfully, unabrasively discusses topics on San Franciscans minds. He sells his points and his products well.	1				
2				2				
3				3				
4	PAT MICHAELS	Talk-Tel. Part.	A "refreshing conservative voice" to fans, "rightwinger" to foes, Pat has attracted heavy public and press attention. Ideological differences with other KNEW personalities provide clashes and interesting dialogue.	4				
5				5				
6				6				
7	VAN AMBURG	Talk-Tel. Part.	Whatever topics busy people became concerned with during a busy day finally come to the fore on Amburg's show when they get a chance to call. He calls authorities 'round the corner or 'round the world to shed light on questions listeners raise.	7	Sunrise to local sunset			
8				8				
9				9				
10	RAY TALIAFERRO	Talk-Tel. Part.	There's nothing like experience! NAACP and Economic Opportunities Council executive, Taliaferro is superbly equipped, from first-hand experience, to discuss problems urban listeners want to air.	10				
11				11				
M				M				
OVERALL TYPE    Talk - telephone participation				OVERALL TYPE    Ethnic (Spanish)				

"News Now" unscheduled news format. 5 mins. sports with Barney Lee-4:30, 5:30, 6:30pm. Amer. Football League Raider Football. KNEW is San Fran's Newest Conversation Piece. For 24 hrs. a day its versatile, contrasting personalities play host to the largest cast of characters in America's fifth market. "News Now", Raiders football, compelling personalities, SF's most extensive radio promotion and public service effort...make KNEW one of America's great radio stations. Only KNEW has 24-hours Two-Way Radio. Democracy's Newest Dimension.

Indep.  
1400 kc  
1,000w day  
250w night

-442-

Berkeley, Calif.  
(San Francisco)  
**KPAT**

Indep.  
1010 kc  
1,000w day  
250w night

San Francisco, Calif.  
**KSAY**

Adam Young

Meeker

IAS

AM	PROGRAM	TYPE	COMMENTS	
5	SOUND OF MUSIC		<p>KPAT AM &amp; FM are "music" stations 24 hours a day.</p> <p>There are no specific program titles of themes. Rather, one continuous overall theme built around "KPAT, THE SOUND OF MUSIC". This theme is carried through each hour of music programming.</p> <p>MUSIC: Best described as a combination of pop-standard and conservative.</p> <p>Ranging from Broadway shows to standards and current popular recordings with the exclusion of Rock and Roll and Country &amp; Western.</p> <p>Performance of the above ranges from orchestras of the Boston Pops scope to dance bands to small combos.</p> <p>NEWS: Five minutes every half-hour during peak morning and afternoon traffic periods. Shorter reports on the hour in other times. News bulletin and inserts are broadcast throughout music programs as they occur.</p> <p>WEATHER: Reports are scheduled on the half-hour 24 hrs. each day with a special "World Weather" report every three hours which covers conditions at cities throughout the world, followed by local forecasts.</p> <p>STOCKS: The Bay area's most respected report by Gene Blumenthal of Henry F. Swift &amp; Co., "KPAT's Montgomery Street Reporter". Opening quotes at 8:10am, closing prices and comment at 5:10pm, Monday through Friday.</p> <p>SPORTS: Oakland Oaks basketball play-by-play on KPAT-AM. "Meet the Oaks" 7:40am and Sports-line 5:30pm.</p>	
6				
7				Kent Waterman 6-10am
8				Ed Robbins 10am-noon
9				Bruce Jeneen Noon-2pm
10				Gene Brodeur 2-6pm
11				Al Edwards 6-10pm
				Walt Jamond 10pm-6am
N				
1				
2				
3				
4				
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8				
9				
10				
11				
M				
OVERALL TYPE		see comments		

AM	PROGRAM	TYPE	COMMENTS
5			
6			
	WORLD TOMORROW	Relig.	
7	AL GORDON SHOW	C & W	Bright, cheerful, sparkling music geared to the freeway driver. Mutual News on the hour. Entertainment Radio News on the half hour with the voices that make news.
8			
9	WOODY WOODWARD SHOW	C & W	Music selected for the housewife and comments to match. Music expertly picked so it can be used as background. Mutual News on the hour, Entertainment Radio News on the half hour featuring voices that make the news.
10			
11			
N			
1	DON McNEIL BREAKFAST CLUB	Variety	Music, good natured humor geared for the housewife's afternoon listening.
2	JERRY LEEDS SHOW	C & W	A continuation of housewife selected music till 4pm. Then up tempo driving time music. Mutual News on the Hour and Entertainment Radio News on the half hour featuring voices that make the news.
3			
4			
5			
6			Sunrise to local sunset
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Country & Western	

Station's basic effort is in "GOOD" music. Announcers are personable but not featured as personalities. However, they are free to involve themselves in programming rather than be of the "staff" type.

Public Service spot and weather at :15 & :45. KSAY features expertly selected music for a fairly sophisticated Bay area audience. Promotion is emphasized as evidenced by the recent highly successful KSAY country show of the year with Ray Price, Marty Robbins, Roy Clark and Minnie Pearl at the new Oakland Coliseum.



Indep.  
560 kc  
5,000 w day  
1,000 w night

San Francisco, Calif.

**KSFO**

Major Market Radio Golden West Station NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	GENE NELSON (from Midnight)	Pop. Stand.	Gene does his show differently from most Mid.-6:00 men. Gene is on from 12-6am
6	DON SHERWOOD	Pop. Stand.	Don Sherwood has done things that the Walter M Mittys all dream of which is one reason why he garners 25% of the morning audience. He credits his success to the theory of shut up between 6 & 7-give them laughs between 7 & 8 - gets serious between 8 & 9.
9	CARTER B. SMITH	Pop. Stand.	When you're tuned in to CB Smith you get the strange feeling he's tuned into you! Gets the listener involved in what he's talking about. It could be a bit of topical philosophy or how to plant a tulip bulb. Real, believable and fun to listen to.
N	JACK CARNEY	Pop. Stand.	Jack Carney has been named number one D.J. of the year three years running in the Nat'l. Gavin Report. His extensive library and knowledge of music has helped him create almost a musical spectacular every day. Jack has been instrumental in picking many hit records and introducing many new stars. His community interest creates great empathy.
4	DAN SORKIN	Pop. Stand.	Dan's interests range from setting world records in flights around the world to riding his telephone equipped motorcycle to all exciting events in N. Calif. His rapid fire wit and involvement in everything gives his audience a chance to live vicariously by listening to Dan tell of his many exploits.
8	BOBBY DALE	Pop. Stand.	Bobby combines a W.C. Fields wit with an absolute knowledge of popular music. Bobby was musical director for many radio stations before joining KSFO. Bobby's music is his long suit playing everything from old hits to new stuff with a sprinkling of special things on his own.
M	GENE NELSON (until 6:00 am)	Pop. Stand.	Well-known Bay Area radio personality for a number of years.

OVERALL TYPE Pop.-Standard

5 min. news on the hour & half hour during drive times. Capsule news on the hour & half hour at other times. Eight man news staff combines remote unit on the ground and in the air with a strong emphasis on local news coverage. KSFO's music combines the best of Popular Standard music. Strong variety of singles and lp's include every area of the music business. KSFO originates live play by play of the San Francisco Giants, 49ers football, and Univ. of Calif. football

Indep.  
1450 kc  
1,000 w day  
250 w night

-445-

San Francisco, Calif

**KSOL**

Greener, Hiken, Sears

AM	PROGRAM	TYPE	COMMENTS
5			
6	BERT BELL	R & B	Bert Bell, "The Ding Dong Daddy of Soul" wakes up the bay with a smile, with music time & temperature & sports reports; also traffic bulletins at any time.
10	PHIL MOORE	R & B	Phil spreads his warm personality on the housewives. Cooking through the mid-morning hours with the gals in mind. He turns them on, and they turn him on.
2	JOE LOUIS, JR.	R & B	Joe Louis, Jr., with his five hour, five round soul session, is one of the hardest working air personalities you'll find anywhere. He "boils" with super soul.
7	RONNIE DARK	R & B Contemp.	"Handsome, wavy haired" Ronnie Dark is for the teenagers and it's not just because he's still a teenager himself that they dig him. He mixes oldies and dedications into his show.
M	JASON CLARK	R & B	Jason "wails" all through the night with soul music jazz & good blues.

OVERALL TYPE R & B

Religion on Sundays only...6:00 a.m. to 10:00 and 3:45 to midnight. KSOL news at :40. News Director, Franklin Robinson, newsmen, Dave Dean, Kirby Cole & Walt Miller, the "Man from KSOL"...fulltime on the city streets in our mobile news unit, always on top of the news. Contemporary soul format with a "Swingin' Soul Brother" image that makes KSOL "what's happening"... "Kaysoul for the Baysoul"...with the sound of "super soul". Listener opinions each hour.



Indep.  
1260 kc  
5,000 w day  
1,000 w night

-444-

San Francisco, Calif.

**KYA**

Avco Radio Television

NAB

AM	PROGRAM	TYPE	COMMENTS
5	RUSS SYRACUSE ( from 2 AM)	Pop. Contemp.	
6	CHRIS EDWARDS	Pop. Contemp.	Music, News, Service-type features. Program is an entertaining morning companion - gives the listener's day a swinging start. It's a well-produced, well paced roundup of tunes San Francisco and Bay area people are singing, humming, buying!
7			
8			
9			
10	GARY SHAFFER	Pop. Contemp.	
11			
N			
1			
2	JOHNNY HOLLIDAY	Pop. Contemp.	The afternoon commute period is presided over by Johnny Holliday who presents the top tunes of the day with irreverent and witty comments. News at :15 and :45 past the hour; Sports Scoreboard at :30
3			
4			
5			
6	TOM CAMPBELL	Pop. Contemp.	
7			
8			
9			
10	TOMMY SAUNDERS	Pop. Contemp.	Late night show, Monday thru Friday, with tunes for the entire family... popular selections in every category--standards, top-selling albums, current hits, best of the new releases.
11			
M			
OVERALL TYPE		Pop.-Contemp.	

News at :15 and :45

NOTE: Russ Syracuse airs 2:00 - 6:00 AM

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# SAN JOSE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

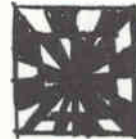
All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KEEN	5	23. 6-9a	17. 9-3p	23. 3-7p	17. 7-11p	6. 11-6a	80%	55%		
	10	21.	15.	21.	15.	5.				
	20	19.50	13.50	19.50	13.50	4.50				
	30	18.	12.25	18.	12.25	4.25				
	40	16.50	11.	16.50	11.					
	50	15.	9.75	15.	9.75					
KLIV	6	29.50 6-10a	24.50 10-3p	29.50 3-7p	24.50 7-12m	16.50 12-5a	80%	70%	10%	15%
	12	29.	24. 5-6a	29.	24.	16.				
	18	28.50	23.50	28.50	23.50	15.50				
	24	28.	23.	28.	23.	15.				
KXRX	5	23. 6-9a	16. 9-3:30p	23. 3:30-7p	16. 7-----6a		80%	65%	20%	40%
	10	21.50	15.50	21.50	15.50					
	15	20.50	15.	20.50	15.					
	20		14.		14.					
	25		13.50		13.50					
	30		12.50		12.50					
	35		11.50		11.50					
	50		10.		10.					

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1370 kc  
5,000 w

-446-

San Jose, Calif.

**KEEN**

Indep.  
1590 kc  
5,000 w day  
500 w night

San Jose, California

**KLIV**

John C. Butler

NAB RAB

Avery-Model

NAB

AM	PROGRAM	TYPE	COMMENTS
5	WESTERN STAR TIME	C & W	Featuring Jack West From midnight
6	WILBUR NELSON		
7	RED MURRELL SHOW	C & W	An Ozark musician with several recordings to his credit, Red leads his own western music band and appears in various Bay area nightclubs & has his own weekly dance.
8			
9	BEST IN THE WEST	C & W	Cheery morning man whose friendly manner and pleasing personality add sales punch to his program.
10	Don Porter		
11			
N			
1	BEST IN THE WEST	C & W	
2			
3			
4	CACTUS JACK	C & W	Strong selling voice, well known showman and spinner of Western records for twenty years.
5			
6	SOUNDS OF THE SAGE	C & W	
7	WESTERN SERENADE	C & W	
8			
9			
10			
11			
M	WESTERN STAR Jack West (to 6am)	C & W	Conductor of all night show with companionable voice & pleasant personality.
OVERALL TYPE		Country & Western.	

AM	PROGRAM	TYPE	COMMENTS
5	PETER FRAM SHOW (from midnight)	Pop. Contemp	
6	TOM BARRY	Pop. Contemp	
7			
8			
9			
10	JOHN McCLOUD HOUSEWIVES' CLUB SHOW	Pop. Contemp	
11			
N			
1			
2	SCOTT ST. JAMES SHOW	Pop. Contemp	
3			
4			
5			
6	THE CAPT. MIKEY SHOW	Pop. Contemp	
7			
8			
9	ROSS MCGOWAN SHOW	Pop. Contemp	
10			
11			
M	PETER FRAM (till 6 am)	Pop. Contemp	
OVERALL TYPE		Popular - Contemporary	

Marketing coverage in "The Great South Bay Area", including Alameda County, parts of Santa Cruz and San Mateo Counties, plus all of Santa Clara County.

News at :20 every hour--  
6-9 AM at :20 and :40

Sports hourly on the hour.

5 min. news on the hour. Radio KEEN traditionally broadcasts live play-by-play reports of collegiate contests in football & basketball in which San Jose State College and Santa Clara Univ. are participants. Radio KEEN features "Country & Western music...with this difference...only selections of top quality, by leading artists, are presented in a distinctive and appealing format.

Indep.  
1500 kc  
10,000w day  
5,000w night

-447-

San Jose, California

**KXRX**

Alan Torbet Assocs.

RAB

AM	PROGRAM	TYPE	COMMENTS
5	NIGHT SOUNDS Earle Greer (from midnight)	Pop.- Stand.	Music program with maximum of music. Headline news - 2 minutes each hour.
6	AM ROAD SHOW	Pop. Stand.	Up-tempo, happy music. News-casts heavy in local news.
7	Dean Danos		Traffic reports from area's only traffic plane (Sky-watch) and cars. "Earl Nightingale Show - Our Changing World" and "Just For Laffe".
8			Newsbeat with Lee Kopp.
9	THE LIGHT TOUCH	Pop. Stand.	Easy listening, popular music with timely news for the ladies added.
10	Dave Allen		
11			
N	NOON TEMPO	Pop. Stand.	Day and night KX-RX presents 24 hours of easy listening, popular music selected for the tempo of the day.
1			
2	PM ROAD SHOW	Pop. Stand.	Easy listening, popular music. Local, regional and state news. Traffic reports from area's only traffic plane (Skywatch) and cars. Features such as "Earl Nightingale's Our Changing World". Also a comedy feature "Just for Laffs". Newsbeat with Ken Blase and Bob Myer.
3	Dave Smith		
4			
5			
6			
7			
8	NIGHT BEAT	Pop. Stand.	More of the easy listening, popular middle-road music heard 24 hours a day on KX-RX. There is a minimum of talk and a maximum of music. The spell is broken only by the news at 55 min. after each hour.
9	Jim Woodward Dan Shatterly		
10			
11			
M	NIGHT SOUNDS Earle Greer (to 6am)	Pop. Stand.	The original Bay Area all-night music show is still going strong.
OVERALL TYPE		Popular-standard	

KX-RX NEWSBEAT is heard at :25 and :55. KX-RX has the largest full-time News Dept. in the area's radio market--including mobile news cars and plane. News is covered on the spot when it happens by Lee Kopp, Mr. Newsman in San Jose, and Ken Blase, an award-winning newsman many times over. KX-RX programming is adult with easy listening, popular, middle-of-the-road music with the cream of the new hit songs.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires  
Automobiles  
Batteries  
Blankets  
Bleach  
Boats  
Borax  
Breakfast Foods  
Bus Lines  
Cameras  
Canned Goods  
Candy  
Carpets  
Cat Food  
Cereals  
Cheese  
Chlorides  
Cigarettes  
Cigars  
Cleansers  
Coffee  
Condiments  
Cordials  
Cosmetics

Corsets  
Cough Syrups  
Cream (Dental)  
Cream (Face)  
Cutlery  
Dairy Products  
Dancing Schools  
Dentifrices  
Deodorizers  
Detergents  
Dinnerware  
Disinfectants  
Dog Food  
Electric Fans  
Electric Shavers  
Electric Toasters  
Floor Covering  
Frozen Foods  
Fruits  
Furs  
Ginger Ale  
Grape Juice  
Gum  
Hair Tonics

Hosiery  
Ice Cream  
Insect Powder  
Insurance  
Laxatives  
Lingerie  
Liniment  
Liqueurs  
Lubricants  
Margarines  
Mechanical Toys  
Milk  
Mixes (Cake)  
Motor Oils  
Motor Trucks  
Motorcycles  
Mufflers  
Nuts  
Oil (Cooking)  
Pancake Flour  
Peanuts  
Pens  
Perfumes  
Pianos

Pipes  
Polishes (Auto)  
Potato Chips  
Radios  
Razors  
Refrigerators  
Resorts  
Salad Oils  
Shoes  
Soap (Toilet)  
Soap (Powder)  
Soft Drinks  
Soups  
Spark Plugs  
Sugar  
Syrups  
Tea  
Tobacco  
Tools  
Toys  
Trucks  
Vacuum Cleaners  
Washing Machines  
Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives



# SEATTLE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KAYO	5	30. 6-9a	26. 9-3p	30. 3-6:30p	16. 6:30-12	5. 12-5a	80%	50%	5%	10%
	10	25.	22.	25.	13.	4.				
	15	24.	21.	24.	12.	3.				
	20	23.	20.	23.	11.					
	25	22.	19.	22.	10.					
KING	6	27. 6-9a	21. 9-4p	25. 4-7	14. Other		80%	60%		
	12	25.	20.	23.	13.					
	18	23.	19.	22.	12.					
	24	21.	18.	20.	11.					
	30	20.	17.	19.	10.					
KIRO	6	30. 6-10a	24. 10-3p	28. 3-7p	12. 7-----6a		75%	50%		10%
	12	28.	22.	26.	11.					
	18	26.	20.	24.	10.					
	24		18.		9.					
	30		16.		8.					
KIXI	6	29. 6-10a	23. 10-3:30	29. 3:30-7p	23. 7-10p	18. 10-12m	85%	60%		8%
	12	26.	21.	26.	21.	17.				
	18	25.	20.	25.	20.	16.				
	24	24.	19.	24.	19.	15.				
	36	23.	18.	23.	18.	14.				
KJR	6	47. 6-10a	34. 10-3p	47. 3-7p	28. Other		80%	50%	5%	10%
	12	43.	31.	43.	25.					
	18	39.	28.	39.	22.					
	24	35.	25.	35.	19.					
KOL	10	18. 6-9a	15. 9-3:30p	18. 3:30-7p	12. 7-12m	3. 12-6a	80%	50%		
	20	16.	13.	16.	10.					
	30	15.	12.	15.	9.					
	40	13.	11.	13.	8.					
	50	12.	10.	12.	7.					
KOMO	12	28. 6-10a	18. 10-3p	28. 3-7p	13. 7-12m		80%	50%		
	18	27.	17. 5-6a	27.	12.					
	24	26.	16.	26.	11.					
KRKO	6	9. 6-----8p			5.40 8-12m	3.60 12-4a	80%	60%		
	12	8.50			5.10	3.40				
	24	8.			4.80	3.20				
	42	7.			4.20	2.80				
KVI	10	28. 6-9a	17. 9-3:30p	22. 3:30-6:30p	15. 8-12m	12-5a	80%	50%		
	15	27.	16. 6:30-8p	21. 6:30p	14. 5-6a	On Request				
	20	25.	15.	20.	13.					
	25		14.	19.	11.					
KXA	5	10.50 6-----6p			8.50 6-Off		8%	50%		
	10	10.			8.					
	20	9.50			7.50					
	30	9.			7.					
	40	8.50			6.50					
KYAC *	50	13.20 6-9a	12. 9-3p	13.20 3-7p			75%	50%		
	100	10.80	9.60	10.80						
	250	8.40	7.20	8.40						
	500	7.20	6.30	7.20						
	750	6.	5.40	6.						

MBS Affil.  
1150 kc  
5,000w day  
1,000w night

-450-

Seattle, Wash.  
**KAYO**

NBC Affil.  
1090 kc  
50,000 w

Seattle, Wash.  
**KING**

Avery-Knodel

Blair

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	RON DINI SHOW	C & W	A C&W musician himself.
6	THE BUCK RITCHEY SHOW	C & W	Buck is, and has long been, an institution in Seattle radio. For twenty-two years he was a top personality at KVI in Seattle. Buck's love of Country-Western music brought him to Kountry KAYO the day it changed to Country-Western music.
7			
8			
9			
10	THE GARY VANCE SHOW	C & W	Although only 27 yrs. old, Gary has 8 yrs. experience in radio as DJ, newsman, and production supervisor. His deep, warm, yet authoritative voice makes him an excellent addition to KAYO's staff.
11			
N			
1			
2	BASHFUL BOBBY WOOTEN	C & W	Bobby, Program Dir. at KAYO, has 16 yrs. experience in all facets of country-western music and radio. Well known nationally, he has a long standing reputation as one of the top men in C&W field. At KAYO since the change to C&W music over 4 years ago.
3			
4			
5			
6	ED HOWELL SHOW	C & W	The newest member of KAYO's Kountry Gentlemen, Ed has many yrs. experience in radio as air personality and newsman.
7			
8	DAN WILLIAMS SHOW	C & W	Dan has been DJ, Program Dir., and Station Mgr. at various stations in the Pacific Northwest. With KAYO and its sister station for 10 yrs. His warm friendly personality makes him one of the most listened to shows in nighttime Seattle radio. At KAYO since the change to Country-Western.
9			
10			
11			
M	RON DINI SHOW (to 5:30am)	C & W	KAYO's All-Night Kountry Klub. Featured C&W musician at a Seattle night spot.
OVERALL TYPE		Country-Western	

AM	PROGRAM	TYPE	COMMENTS
5	ALL NIGHT SHOW Dick Roth (from midnight)	Pop. Stand.	Dick brings "Daytime Music for Night-time people".
6	GOOD MORNING SHOW	Pop. Stand.	Over the years, KING has been counted on as the info station for early-morning risers in the Puget Sound area. Largest news staff in the Northwest, KING presents almost 60 min. local & NBC news between 6 & 10am. Also features stock market reports, traffic alerts, and, of course, contemporary music
7	Jim Kelly		
8			
9			
10	KING'S OPEN HOUSE	Pop. Stand.	"The instant news & modern music medium of the Northwest" brings listeners features such as "Howard Hall at Large", "Entertainment Playbill" and Herb Altschull's "Perspective". Mellow-voiced Drew McDaniel hosts the mid-day show.
11	Jon Spring		
N			
1			
2	MARK WAYNE COMMUTE SHOW	Pop. Stand.	Along with KING & NBC news, commentators Howard Hall & Herb Altschull, sportsman Rod Belcher's reports, & instant traffic alerts, contemporary KING gives its commuting aud. a lift with the best of today's pop & Mark Wayne who brings rare comedy & youthful exuberance to Radio 1090, the voice of the Northwest.
3			
4			
5			
6	MUSIC AFTER SIX	Pop. Stand.	Sophisticated music & entertainment keyed to evening time relaxation & leisure. Sometime mellow & sometime swinging music interlaced with the best of KING's and NBC's features. Was KING's Nightowl Show host.
7			
8			
9	IRVING CLARK TELEPHONE SHOW	Talk-Tel. Part.	Man-about-Seattle-and-the Northwest, Irving is a practicing attorney. He has spent his entire life in law, civic affairs, business & politics in the Greater Seattle area. Magna Cum Laude graduate from Harvard. LLB-Yale Law.
10			
11			
M	ALL NIGHT SHOW (to 6am)	Pop. Stand.	The Dick Roth Show features regular newscasts direct from KING news department.
OVERALL TYPE		Popular-standard	

5 minutes of local news on the hour and five mins. of Mutual news on the half-hour. KAYO was the first successful C&W music station in a major market and most other stations of this type have tried to follow our format and programming. We are consistently one of the top rated stations in the Seattle area.

KING's morning and afternoon drive-times have added instant traffic coverage from the high-flying HelioCourier.

CBS Affil.  
710 kc  
50,000 w

Seattle, Wash.

**KIRO**

Indep.  
910 kc  
1,000 w

-451-

Seattle, Wash.

**KIXI**

Metro Radio Sales Bonneville Station NAB RAB

H-R NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	JIM FRENCH	Stand. Pop.	Brightly blended music by the area's top morning man. Humor, major news, traffic reports, management editorials broadcast from the world-famous space needle.
7			
8			
9			
10	ED JACOBSON	Stand. Pop.	Smooth blend of bright foreground music and warm personality. Judith Lane with interviews, reports, and garden tips.
11			
N			
1	ARTHUR GODFREY SHOW	Variety	CBS show with Arthur and guests.
2	RON McARTHUR	Stand.-Pop.	Music & personality for housewives. Judith Lane and Ed Hume included.
3	RON MAC DONALD	Stand.-Pop.	
4			
5	75 MINUTES NEWS	Talk	CBS Lowell Thomas-Dick Bingham, N.W. News-Mkt. rpts. & Management Editorial.
6	RON McARTHUR	Stand.-Pop.	Smoothly produced blend of music, news from CBS and Northwest, personality and CBS specials.
7			
8	DON CLARK	Stand.-Pop.	Foreground music with frequent news, weather, service Public Pulse telephone response guests.
9			
10	NEWS TONIGHT	Talk	CBS & NW. Commentary. Editorial
	WORLD TOMORROW	Relig.	
11	DON CLARK	Stand. Pop.	
M	HOLIDAY INN (to 5am)	Stand.	Music to suit the late nite hours. Rich strings & soft vocals continuing all night.
OVERALL TYPE		Standard-popular	

AM	PROGRAM	TYPE	COMMENTS
5			
6	DAYBREAK	Pop. Stand.	Bright, up-tempo music, both instrumentals and vocals, including standards, memory music and popular tunes of the day. Time checks are given average of every two or three minutes. Weather reports and road reports frequently. (Monitor police, country sheriff and state highway patrol short-wave radio.) Stock market report at 8:13 AM. Five-minute news on the half-hr. except 10 mins. at 7:30 AM. UPI & AP
7			
8			
9			
10	MID-MORNING MELODIES	Pop. Stand.	Introduces some show tunes, along with popular and memory music, with a well-known appeal to housewives. The accent is sparkling strings, the majority instrumental, frequently spiced with ballads. News.
11			
N	MID-DAY MASTERPIECES	Lt. Class Stand.	Addition of the light classics to standards and memory tunes, with 10 min. news-noon
1	MUSIC MATINEE	Stand.	Offers additional variety of music for the homemaker, emphasizing nostalgic ballads by such artists as Dinah Shore, Andy Williams, Pat Boone, and instrumentalists as Percy Faith, etc.
2			
3			
4	LIMELIGHT	Pop. Stand.	Accomplishes a transition into a faster tempo for the afternoon traffic hours. Features a variety of better music, both popular and memory music, often with a large group or band, but never brassy or far-out jazz. Five minute news on the half-hour, with 10 mins. at 5:30, & stock market news.
5			
6			
7	CANDLELIGHT GOLD	Lt. Class Stand.	Familiar dinner music, featuring light classics, movie themes. News on the hour.
8	STARLIGHT SYMPHONY	Lt. Class Show & Movie	Includes selections or movements from Suites and Symphonies, as well as instrumental interpretations of operatic Arias. Always in the lighter vein. Standards.
9			
10	GASLIGHT	Pop.-Stand.	Changing to a more subdued mood, including some jazz by artists such as Shearing, Harnell, etc. Interspersed with better new releases. Never "way-out" sounds.
11			
M	MOONLIGHT METROPOLITAN	Album Stand.	(to 5 AM) Wide variety of subdued music, strings, muted brass, softer combos.
OVERALL TYPE		Varied	

CBS & Local News on the hour and half-hour in morning traffic. CBS Dimension. Five management editorials daily produced by full time researcher and four man editorial board. Guest experts on any subject when available.

5 min. news on the hour. 10 min. news at 7:30 am, noon and 5:30 pm. Time checks always given at least 6 times an hour, but every 2 or 3 minutes in morning drive-time. Weather included in all newscasts. Mountain pass reports in the winter months. KIXI employs a full-time news director, plus three news reporters. Each newsman, plus news director, covers assigned beats daily. Many news stories are originated by KIXI newsmen for the Seattle area. KIXI is nearly always chosen by UPI for audio "feeds" on Seattle and Puget Sound Area stories.

Indep.  
950 kc  
5,000 w

-452-

Seattle, Washington

**KJR**

McGavren-Guild, PGW

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	JIM MARTIN	Contemp	Farm news at 5a.m. Albums wide range of music & comedy music for swing shift.
6	LAN ROBERTS	Contemp	Plenty of news-sports-editorials. Lan is considered to be the funniest radio entertainer in town. Between 9-10 a.m., Lan talks with housewives on interesting subjects. Helicopter traffic coverage.
7			
8			
9	BUZZ BARR	Contemp	This midday program is unique...a continuation of Lan Robert's housewife show. Features an hourly contest with prizes of appliances, etc. Music is often played in clusters of three songs without interruption.
10			
11			
N			
1			
2			
3	PAT O'DAY	Contemp	This 7 year veteran of this show plays the top songs - features comedy & comprehensive traffic coverage from the KJR Traffic Helicopter. The sports editorials of Chuck Boland and occasional interviews.
4			
5			
6	TOM MURPHY	Contemp	Lots of news, traffic coverage and sports. Between 8 - 9 Mike gives away to listeners every record he plays.
7			
8			
9	ROBERT O. SMITH	Contemp	Music mellows about 10 p.m. features mostly "oldies". Sports & news. 10:20 p.m. mail bag - listeners requests are answered.
10			
11			
M			
OVERALL TYPE		Contemporary	

Indep.  
1300 kc  
5,000 w

Seattle, Wash.

**KOL**

Robert Eastman

NAB

AM	PROGRAM	TYPE	COMMENTS
5	GREG CONNORS SHOW (from midnight)	Pop.- Contemp.	Local & national news 20/20
6	GARY TODD SHOW	Pop.- Contemp.	The Seattle-Tacoma-Everett area starts the day sharp witted. Topical entertainment coupled with the best of contemporary music.
7			
8			
9	BOBBY SIMON SHOW	Pop.- Contemp.	Simon plays the music to the housewife and talks to her. The folksy humorist has fun on his show and so does the listener.
10			
11			
N			
1	JEFF BOEING SHOW	Pop.- Contemp.	Livened pace, entertainment for the housewife - comments on local & national happenings.
2			
3			
4	DICK CURTIS SHOW	Pop.- Contemp.	Topical, alive entertainment Show goes like gang busters. Heavy emphasis on music.
5			
6			
7			
8	ROBIN MITCHELL	Pop.- Contemp.	College study companion -- Emphasis on selected "underground" LP cuts.
9			
10			
11			
M			
	GREG CONNORS SHOW (till 6am)	Pop.- Contemp.	Latest contemporary music.
OVERALL TYPE		Popular-contemporary	

Local & National News - 20/20. News Department prepares and airs special news documentaries weekly.

KOL programming concerns itself with popular music, but the nature of the different audiences in different time slots is always taken into consideration.

ABC Info Network  
1000 kc  
50,000 w

Seattle, Washington

**KOMO**

Indep.  
1380 kc  
5,000 w

-453-

Everett, Wash.  
(Seattle)

**KRKO**

Katz

NAB RAB

Bernard Howard

AM	PROGRAM	TYPE	COMMENTS
5	JAY WARD	Pop. - Stand.	Heavy saturation of local, international news, sports, market reports & weather highlighted by the "Air Patrol", spotting traffic for all of the Seattle area along with a great combination of "wake-up" music.
6			
7			
8			
9	LARRY WALKER	Pop. - Stand.	Larry puts the accent on music along with capsule reports on the home and garden, education, in addition to local and ABC Information Network news on the hour.
10			
11			
N	DON CANNON	Pop. - Stand.	Music by Don helps the house wife through the early part of the afternoon with a heavy flow of pop-standards songs bracketing three at a time, whenever possible, along with local & ABC news just prior to the hour.
1			
2			
3	BUDDY WEBBER	Pop. - Stand.	The warm, light presentation by Buddy during the traffic hours is built around a steady stream of music, special features, traffic information, local, international & national news plus capsule sports and market reports.
4			
5			
6			
7	BILL McDONNELL	Pop. - Stand.	The use of lush strings surrounded by pop standards of the day has brought great results during the evening hours on KOMO Radio. The music is bracketed in segments of three songs or more.
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	M. D. EVANS SHOW (from midnight)	Pop.- Stand.	Never surprised with a call even from the Yukon or Vancouver, B.C.
6	RUSS REBEL SHOW	Pop.- Stand.	Mr. Good Morning to Snohomish and North King County listeners for over 7 years. Russ starts commuters, farmers, and fast starters on their way. A racing enthusiast, Russ believes in a practiced pace.
7			
8			
9			
10	DON KENNEDY SHOW	Pop.- Stand.	Don sneaks up like a Sherman Tank and really "socks it to ya" with zany sense of humor that tickles the ribs of all ages and gives tongue in cheek comments concerning the world about us. Another of KRKO's "unmissables".
11			
N			
1			
2	TOM CONNORS SHOW	Pop.- Stand.	A professional radio man in truest sense, handles the afternoon Kilohertz on KRKO. His boiling over enthusiasm and plus personality carries on the theme of "The Happiest Sound Around".
3			
4			
5			
6	JACK ALLEN SHOW	Pop.- Stand.	"The Happiest Sound Around" certainly isn't lost as Jack's inventive creativeness causes thousands of people to stop and listen. Droll and wild comedy his forte. Truly one of the best in the Northwest.
7			
8			
9			
10			
11			
M	M. D. EVANS SHOW (until 6am)	Pop.- Stand.	M.D. sports more fans from the Ice Cap than any other man in radio.

OVERALL TYPE Popular - Standard

OVERALL TYPE Popular-Standard

ABC News at :60. Farm Report at 5:55am, ABC News-Sports 6-6:15am, News 7:45-8:00am, Paul Harvey 8:00am and 12 Noon. Katherine Wise Women's News 9:15, 10:15, and 11:15am. News- 12:15-12:20pm. Local News at :57. News 5:15-5:30pm. Bob Blackburn Sports at 6:00pm. Seattle SuperSonics pro basketball. Washington State University Football. Weather reports-Market reports-skiing and fishing reports- Airplane traffic reports.

News on the hour and half hour. 10 minutes news 7, 9am and noon.  
Husky football every Saturday during the season.  
Airwatch-traffic reports - 6:30am-8am, Monday -Friday.



Indep.  
570 kc  
5,000 w

-454-

Seattle, Wash.

**KVI**

Indep.  
770 kc  
1,000 w

Seattle, Wash.

**KXA**

Major Market Radio

NAB RAB

Adam Young

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM HOUR Don Fuhrmann	Std.Pop. Service	Nation's best music with choice tips from farming & agricultural experts. Guests
6	BOB HARDWICK SHOW	Stand. Pop.	The kinds of music you can't really ignore, and his daily treatment of the morning paper is as nutty and uninhibited as the way he handles his morning cohorts. 10 mins news-7am, plus commentary of Bob Roberts; 5 mins. sports news at 7:30.
7			
8			
9	DAVE CLARK	Stand. Pop.	A show big enough to hold 6'7" Dave Clarke just has to be full of fun, and that's what this versatile personality provides. Funny features, twice-weekly birthday club lunches, special public service productions.
10			
11			
N	RAY COURT	Stand. Pop.	Provocative & urban in manner, Ray tailors his music to the mood of the moment. Twisting tunes, titles and tidbits into the most entertainment per second. Probably the most sought-after free-lance talents, Ray is one of the most listened to airmen.
1			
2			
3			
4	COMMUTE CLUB Jack Morton	Stand. Pop.	Tske a traffic jam, mix well with burned casserole & you have the daily odds hurdled by irrepressible Jack Morton. A vivid display of toe-tapping tunes and quick pithy comments keep Seattle grinning. 5:45-6-Sports Dir. Bill Schonely reports. He gets the inside story first.
5			
6			
7	J.J. VALLEY SHOW	Stand. Pop.	J.J. strikes the work-weary funny bone a verbal broadside. His blend of music, mixing the familiar with the astounding, is nothing short of amazing. His excursions into the world of humor proves that laughter is where you find it. Listeners ride along with his "two-gun kid", enjoy his horoscope predictions, sample the kaleidoscope that is J.J. Valley.
8			
9			
10			
11			
M	NIGHTSOUNDS Don Fuhrmann (to 6am)	Stand. Pop.	Happy, relaxed show reflects the many moods of Seattle
OVERALL TYPE		Standard-pop.	

AM	PROGRAM	TYPE	COMMENTS
5			
6	DON PATROL	Variety	News 30 with John B. Hughes and Don Riggs at 7 and 8am. Agriculture report at 6am.
7			
8			
9	CONCERT HALL John Sherman	Class.	John Sherman: traditional great in this area.
10	FESTIVAL John Sherman	Variety	A broad variety show -- quite strong in personality.
11			
N	NEWS 30	Talk	John B. Hughes - Don Riggs
1	MATINEE Don Riggs Lloyd Allen	Variety	A program of broad variety-- showtunes, concert, pop concert.
2			
3	SHOWTIME Lloyd Allen	Show & Movie	Wherever a curtain for show bis exists, this is KXA Showtime. Today's top popular stars.  Major news at 4 and 5pm with John Sherman.
4			
5			
6	RHAPSODY	Semi.- Class.	The big symphonic sound in popular music.
7			
8			6am to local sunset
9			
10			
11			
M			
OVERALL TYPE		Variety	

News on the Hr. 2 min. Headlines on the half-hr. Seattle Times News Bdcst. at 12 noon. Early in 1966, KVI contracted to provide play-by-play coverage of the major sports engaged in by the Univ. of Wash.-the top sports attraction in the northwest. KVI enjoys strong & equal popularity in both the Seattle and Tacoma area. Its programming is successfully designed to serve and entertain both of these cities and their suburbs. KVI's transmitter is located on Vashon Island, a position that enables us to provide an over-water signal

Variety programs paced to the time of day. Music that's scored Big, Bright and Beautiful. Full range music and news. Variety programming to appeal to adults 22 & over.

Indep.  
1460 kc  
5,000 w

-455-

Seattle, Washington

# KYAC

Dore & Allen

AM	PROGRAM	TYPE	COMMENTS
5			
6	BOB SUMMERRISE SHOW	R & B	In 1948, when he started his career with KBRO in Bremer-ton, he feasured mostly mod-ern jazz. Moving to KAYO, Bob introduced rhythm & blues to the Puget Sound area, becoming the first DJ to play the big beat! Three years with the big beat earned him distinction of being one of top radio per-sonalities working with two stations simultaneously.
7			
8			
9			
10	ECHOES OF GRACE Rev. James & Mrs. Berlinda Hubbard	Relig.	
11	LLOYD JONES SHOW	R & B	Lloyd Jones is KYAC's new find, a gentle and soft spoken lad, whose ambition to break into radio won him the spot as DJ. His exper-ience has been in the tech-nical knowledge of radio. He was educated at the U. of Washington, Washington State U. & Edison Technical with courses in broadcasting & electrical engineering.
N			
1			
2			
3	BURL BARER	R & B	
4			
5			
6			
7			
8			6 a.m. to local sunset
9			
10			
11			
M			
OVERALL TYPE		Rhythm & Blues	

Society Page - 9:30 a.m., 12:30 p.m., 3:30 p.m.  
News at :55

"Negro Radio in Seattle"

**GOT AN IDEA FOR US**

**THAT CAN MAKE**

**PLANNING AND BUYING**

**EASIER FOR YOU?**

**TELL US ABOUT IT.**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149



Indep.  
1220 kc  
250 w

Shreveport, La.  
**KBCL**

Indep.  
710 kc  
50,000 w day  
5,000 w night

-457-

Shreveport, La.  
**KEEL**

Grant Webb

NAB RAB

John C. Butler

LIN Station

RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	WONDERFUL KBCL MUSIC	Album	
7			
8			
9			
10			
11			
N			
1			
2			
3			
4			
5			
6			
7			Sunrise to local sunset
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	RON MONTGOMERY	Pop.Cont.	Easy listening for wee hrs.
6	LARRY RYAN	Pop. - Contemp.	Bright music show, hesvy on information. 2 newscasts per hour and comprehensive weather reports.  Farm Director, reports from 6:30-6:45.
7			
8			
9	MALCOM LANDESS	Pop. - Contemp.	Mal --the busy housewives' friend, provides comments & music bckground for morning "Chore time". Paul Harvey News, 12:15-12:30pm. 12:30 - 12:45 Farm News, agriculature, wether, etc.
10			
11			
N			
1	RON GRAY	Pop. - Contemp.	Ron Gray's lively afternoon show keeps Shreveport fans loyal and entertained.
2			
3			
4	MIKE SELDEN	Pop. - Contemp.	Information, news & upbeat music carry commuters & in-home listeners through the busy dinner hour. News in depth, 6-6:30pm.
5			
6			
7	MIKE MURDOCK	Pop. - Contemp.	"Entertainment" is the keynote of the show...s bit of small talk and s lot of pop contemporary music is availsble and listened to in this time.
8			
9			
10			
11			
M	RON MONTGOMERY	Pop. Contemp.	Easy listening for the Wee Hours. (to 5:30am)

OVERALL TYPE Album

OVERALL TYPE Popular-contemporary

News - 5 mins. at 7:30, 8:00, 12 noon, 5:00 & 5:45 pm  
Full time stereo

News and weather at :30 & :60. Community Bulletin Board at :15. Sports Scoreboard at :40. Farm Program Blocks at 6:30am & 12:30noon.  
Programming is popular contemporary with full service farm department, and farm programming morning & noon. Regular editorial stands taken on prominent local and regional civic issues.

Indep.  
1550 kc  
10,000 w day  
500 w night

-458-

Shreveport, Louisiana

**KOKA**

NBC Affil.  
1340 kc  
1,000w day  
250w night

Shreveport, La.

**KRMD**

Bernard Howard

Direct

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	OLD TIME RELIGION	Relig.	Well liked by all. Many wake up to this program from its beginning at 4:30 a.m.
6	Willie Castor		
7	EARLY SHOW Gay Papa (Sonrose Rutledge)	R & B	Perfect for on the go-everybody's show. Highly rated as one of best shows on air in Ark.-La.-Tex.--Gay Papa teenagers idol.
8	OLD TIME RELIGION	Relig.	Religious programming-recorded spirituals by the best-loved groups & choirs across the nation; audience request. Talent known as "Uncle Bill".
9	Willie Castor		
10	EASY LISTENING "Foxy Psyce"	Jazz Pop.	Faye Poppe with mood music for everybody. Music is relaxing. Social affairs.
11	HALLELUJAH TRAIN Rev. A. Terrell	Relig.	Top recorded spirituals.
N	NOON FLITE Gay Papa	R & B	12:00 - 12:45 - Swinging Show - Tight...12:45 - 1:00 PM - Life Line
1	WEST MILAM BLUES ASSN. - B. B. Davis	R & B	Show geared to the Blues Lovers. A variety of Blues is played.
2	HALLELUJAH TRAIN Rev. A. Terrell	Relig.	Recorded Spirituals till 2:45. Live or Recorded Sermon 2:45 - 3:00.
3	EVENING SHOW Gay Pspa	R & B	Top Rock & Roll Artists. Great audience response.
4	LATE SHOW B.B. Davis	R & B	Great audience participation. Top rated. Davia really popular among all ages...highly respected among all listeners.
5			
6	HALLELUJAH TRAIN Rev. A. Terrell	Relig.	Final religious program.
7	NITE FLITE Curtis Shelby "The Duke"	R & B	Good nite-time programming-popular talent and well versed in choice of music.
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	MORNING SHOW	Stand. Pop.	NBC News on the Hour. NBC Emphasis - 8 times daily. Earl Nightingale twice daily.  Dominant sports station: Chicago White Sox - High School football - Indy "500" - Centenary basketball - NBC Sports  24 hour station
6			
7			
8			
9	MEMO	Stand. Pop.	
10	AFTERNOON SHOW	Stand. Pop.	
11			
N			
1			
2			
3			
4			
5			
6			
7	JAZZ CORNER	Jazz	
8	NIGHT SHOW	Stand. Pop.	
9			
10			
11			
M			

OVERALL TYPE

Rhythm & Blues

OVERALL TYPE

Standard-popular

News - UPI on the hour. Headlines on the half-hour. Wed. & Fri. - 5 min. Psm News 5:20 a.m. - Goodwill Bulletin Boards 7 times daily - Charity, Church, & non-profit, public service. Sports Digest - 9:25 p.m. nitely.  
"The Southwest's Most Powerful Negro Station". No competition really...First in Goodwill, Public Service, etc.  
"It's O.K. if you heard it on KOKA".



CBS Affil.  
1130 kc  
50,000 w

-459-

Shreveport, La.

**KWKH**

Henry I. Christal

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	SWAP SHOP	Serv.	Items bought, sold, traded
6	FARM PROGRAMS	Serv.	Weather, News, Farm Mkts., Swap Shop. Jack Dillard and James Duncan.
	ARK-LA-TEX JUBILEE	C & W	Ray Shepard
7	HELLO WORLD Ray Shepard	Talk- News	KWKH News with Ed deForest 7 & 8am; Sports Desk 7:30. CBS News 8:55.
8	HELLO WORLD Ray Shepard	Talk- Serv.	
9	ARTHUR GODFREY TIME	Variety	
10	CAROUSEL George Cornett	Stand. Pop.	KWKH News 10:00 Dear Abby 10:30
11	OPEN HOUSE Louise Alley	Talk- Serv.	KWKH-CBS News 11:00 Dimension on Health 11:30
N	KWKH-CBS NEWS	Talk- News	KWKH News; Jack Dillard, RFD; Farm Spotlight; News; Weather; "In Hollywood".
1	WORLD TOMORROW	Talk	
	JOE PYNE SHOW	Int. Disc	
2	KWKH ROAD SHOW Lee Gillette	Stand. Pop.	The best of currently popular recordings and hits from the past ten years. Fast moving program aimed at audience 25 yrs. and up, with KWKH-CBS News and CBS Dimensions.
3			
4			
5	KWKH NEWS	Talk	KWKH-CBS News & Sports
	KWKH ROAD SHOW	Std. Pop.	
6	KWKH NEWS	Talk News	KWKH News, Stock Markets, Harry Reasoner, Walter Cronkite, Lowell Thomas, Rizzuto
7	THE WORLD TONIGHT	Talk	News, sports
8	PARTY LINE WITH ED DEFOREST	Talk- Tel. Part.	Moderator establishes subject by reading news item or editorial. Listeners call to express opinions.
9	NEWS & JOE PYNE SHOW	Talk- Int. Disc	
10	THE WORLD TOMORROW	Talk	
	KWKH NEWS-SPORTS	Talk	Jesse Smith
11	RED RIVER ROUND- UP-Ray Shepard	C & W	
M	RECORD REVIEW	Std. Pop.	Frank Page
	LIFE LINE	Talk	
	<b>OVERALL TYPE</b>	Talk & Standards-pop	

LSU football and Houston Oilers  
News on the Hour  
Houston Astros baseball  
Metropolitan Opera

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
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# SOUTH BEND

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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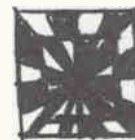
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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WJVA	10	14. All periods					9.90		12.10	11.55
	15	11.55					8.80		10.45	9.90
	25	10.45					7.85		9.35	8.80
	40	9.35					7.05		8.25	7.70
<small>Min. Rates</small>										
WEDU	6	17. 6-10a	14. 10-3p	17. 3-7p	14. 7-12m		80%	50%	- \$2	
	12	15.	12.	15.	12.					
	18	13.	10.	13.	10.					
	24	11.	9.	11.	9.					
WSBT	6	24. 6-10a	20. 10-3p	22. 3-7p	11. 7-1a		80%	50%		
	12	23.	19.	21.	10.					
	18	22.	18.	20.	9.					
	24	21.	17.	19.	8.					

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

MBS Affil.  
1580 kc  
1,000 w

-461-

South Bend, Indiana

**WJVA**

ABC Affil.  
1490 kc  
1,000w day  
250w night

South Bend, Ind.

**WNDU**

Gill Perna

Booth Stations

Adam Young

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	THE TAYLOR TOSS	Contemp	Contemporary music, with sports scores (5 Min.); local sponsored news at 9 a.m. and 10 a.m. Mutual News on the half-hour.
7			
8			
9			
10	THE MARTY GO	Contemp	Contemporary music, with the Trading Post (15 min. mail participation program). Local sponsored news at 12 noon; Mutual news on hour and half.
11			
N			
1			
2			
3	THE CONNOR THING	Contemp	Contemporary music, with Mutual News on the hour and half; local news at 4:00 p.m.; Frank Cosiar Sports (15 min. local and national sports review.
4			
5			
6			
7			Sunrise to local sunset.
8			
9			
10			
11			
M			

OVERALL TYPE Contemporary

Mutual News on the hour and half-hour.  
"South Bend's Home Station"

AM	PROGRAM	TYPE	COMMENTS
5			
	FARM & GARDEN	Service	
6	MORNINGSIDE	Pop.-Stand.	Bright wake-up music interspersed with novel commentary and frequent reports of News & Weather, aimed at the motorist and housewife.
7			
8			
9	GEORGE HARRIS SHOW	Pop.-Stand.	Music especially for the young housewife.
10	DON McNEIL SHOW	Variety	ABC Network
11	FRANK SAULINE SHOW	Pop.-Stand.	Music with the accent on traditional favorites.
N	NEWS BLOCK	Talk-News	Paul Harvey-Challenge & Response; Stock Reports; Local News.
1	FRANK SAULINE SHOW	Pop.-Stand.	Frank presents a variety of old favorites, new artists, plus his own humorous commentary specifically aimed at women shoppers.
2			
3			
4	PARADE OF MELODIES	Pop.-Stand.	Upbeat music. Capsule sports, News & Weather specially for the motorist.
5			
6	EVENING NEWS BLOCK	Talk-News	News, sports, Market Reports Weather, Tom Harmon, Alex Dreier.
7	ON THE COUNTRYSIDE	C & W	Country Music played the modern way by top artists in the field.
8			
9			
10			
11			
M			

OVERALL TYPE Popular-standard

ABC News on the hour. White Sox baseball. Notre Dame and high school football. Notre Dame and high school basketball. Local News at :55.

CBS Affil.  
960 kc  
5,000 w

-462-

South Bend, Ind.

**WSBT**

Katz NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	JOE KELLY SHOW	Pop.- Stand.	Joe is on hand with a healthy helping of good, popular music, time checks, weather, temp., road conditions and school closing information. Time out for local news.
7			
8			
9			
10	ARTHUR GODFREY TIME	Variety	
11	OPEN LINE Joe Kelly	Talk- Tel. Part.	Audience participation show-debates any subject except political or racial.
N	LUNCHEON CLUB Tommy Dee	Pop.- Stand.	Music - information - news
1	TIMELY TOPICS	Service	Lois Pence - features
	HARLAN HOGAN	Stand.	Well-balanced blend of music
2	OPEN LINE Bruce Saunders	Talk- Tel.Part	Tel. participation. Same as llam Open Line.
3	ANDY HALE SHOW	Pop.- Stand.	In addition to the regular service features, Andy pays special attention to traffic information and street hazards.
4			
5	NEWS	Talk	Brad Bate
6	SPORTS	Talk	Joe Pate
	MUSIC	Pop. Stand.	
7	NEWS & SPORTS	Talk	CBS World Tonight and Worldwide Sports
8	MUSIC FOR NIGHT PEOPLE	Pop. Stand.	
9			
10	NIGHT CALL Del Shields	Talk Tel-Part	Nationwide audience participation show- special network from New York.
11			
M	MUSIC IN HI-FI	Pop.- Stand.	
	OVERALL TYPE	Popular-standard	

5 or 10 minute news each hour. CBS Dimension features.  
Daily Devotion 1:25--:30.

Programming is a blend of popular-standard music, conversation, talk and sports aimed at the adult audience.

For just **\*\$45** you can have your own copy  
of the **1968 RADIO PROGRAMMING  
PROFILE . . .** including full-year updating  
service. **\*(ADDITIONAL COPY PRICE)**

**BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149**



# **KGA, SPOKANE**

**the fastest growing station in the nation**

**NO. 1**

**(Hooper estimates)**

**NO. 2**

**(Pulse estimates)**

**LET YOUR H-R REPRESENTATIVE TELL  
YOU THE EXCITING **KGA** STORY...**

**50,000 WATTS**

**goes everywhere on the West Coast from  
Spokane, Washington**

# SPOKANE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KDNC	7	5.50 7-10a	4.75 10-Off				See Card	7-10a \$2	See Card	
	14	5.	4.					Other \$1.50		
	28	4.75	3.50							
KGA	6	27. 6-9a	22. 9-3p	27. 3-7p	19. 7-12m	11. 12-6a	80%	50%	8%	10%
	12	26.	21.	26.	18.	10.50				
	18	25.	20.	25.	17.	10.				
	24	24.	19.	24.	16.	9.50				
	36	22.	17.	22.	14.	8.50				
KHQ	6	32. 6-9:30a	19. 9:30-4p	27. 4-7p	13. Other		80%	50%		10%
	12	29.	18.	24.	12.					
	18	27.	17.	22.	11.					
	24	25.	16.	20.	10.					
KJRB	6	17. 6-10a	13. 10-4p	17. 4-7p	9. 7-12m		80%	50%	5%	10%
	12	15.	12.50	15.	8.50					
	18	14.25	12.	14.25	7.85					
	24	14.	11.50	14.	7.25					
KPDG	10	3.70 All periods					2.75	60%		
	20	3.30					2.45			
	30	2.85					2.			
	40	2.65					2.65			
	50	2.40					2.40			
KREM	6	17. 6-9a	15. 9-4p	17. 4-7p	10. 7-1a		85%	50%	4%	8%
	12	16.	14.	16.	9.					
	18	15.	13.	15.	8.					
	24	14.	12.	14.	7.					
	30	12.	11.	12.	6.					
KXLY	6	12. 6-9:30a	9. 9:30-4p	12. 4-7p	7. 7-----6a		Drive -\$2	50%		
	12	11.	8.	11.	6.		Other -\$1			
	18	10.	7.	10.	5.					
	24	9.	6.	9.	4.					
	30	8.	5.	8.	3.					

Indep.  
1440 kc  
5,000 w

-466-

Spokane, Wash.  
**KDNC**

Indep.  
1510 kc  
50,000 w

Spokane, Wash.

**KGA**

Direct

RAB

H-R

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	ALBUM		Percy Faith
8			George Shearing
9			Perry Como
10			Herb Alpert
11			Norm Luboff
N			Mantovani
1			etc.
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	DEREK SHANNON	Pop. Contemp.	Most widely heard all night show west of the Mississippi Derek swings for innomiacs.
6	CHARLIE BROWN	Pop. Contemp.	Good Ole Charlie Brown, the Northwest's top Wake Up man. Time, temp, traffic reports, complete local newscasts each half hour.
7			
8			
9			
10	JOHNNY NOVAK	Pop. Contemp.	With nearly a decade in Spokane Radio, genial Johnny Novak is a household word. The program is aimed at young home makers in their age of acquisition, and hits it's target perfectly.
11			
N			
1			
2	JIM SIMS	Pop. Contemp.	Spokane's top afternoon drive man for the past three years. Jim swings with the market's top ratings. Big voice, quick wit. Local news and traffic reports.
3			
4			
5			
6	SHANE	Pop. Contemp.	"Shane, the living legend". A wild man with a beard, and long hair. Rock singer with weekly appearances. Auto racer with his own dragster. Audience involvement with youngsters is 1,000 per cent.
7			
8			
9			
10			
11	ALL REQUESTS	Pop. Contemp.	Fifteen lines light up for two hours with the all request show. Mail requests come from all over both hemispheres.
M			

OVERALL TYPE Album

OVERALL TYPE Popular contemporary

1 minute news capsule every 15 minutes

Radio KGA news is aired at :25 & :55. Full audio services Full time News Director and staff combs the northwest in Radio KGA "Red Rover" Mobile Units. Editorializes. Aimed at young adults, 18-39, who buy more, use more, go more, and do more.

NBC Affil.  
590 kc  
5,000 w

Spokane, Wash.

**KHQ**

Indep.  
790 kc  
5,000 w

-467-

Spokane, Wash.

**KJRB**

Katz

NAB

McGavren-Guild-PGW

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	WAKE UP TIME Lynn LaCombe	Pop. Stand.	Includes 5 min. news summary, NBC News, weather, time, on-the-scene recordings of traffic violators, school closings, etc.
6	ROUNDUP TIME	Serv.	
7	EYE OPENER SHOW Lynn LaCombe	Pop.	Good, bouncy music, weather, traffic tips, human interest items, school closings, etc.
8	THE MONEY MAN Chuck Heaton	Talk-Tel. Part.	Music-telephone quiz (Tell-Test) program. Rex calls people selected at random - cash for right answers.
9	NEWS - NETWORK		
10	HOUSEWIVES HIT PARADE Lynn LaCombe	Pop. Stand.	All over all family sound. Chatter-breezy, informal, lists club and meeting bulletins, grade and H.S. menus, contests.
11			
N	INLAND EMPIRE FARMER	Serv.	Wey Simpson - Agric. info.
1	THE MONEY MAN Rex Heninger	Talk-Tel. Part.	Recorded music and telephone quiz.
2	THE GO SHOW Harv Clark	Pop. Stand.	Music to attract and please a general audience with the spotlight on "Sound of the times". Enjoyment is enhanced by frequent contests, humorous tidbits, sparkling chatter, emphasis, national and local news. The host cleverly manages to interweave music, words and news into a scintillating blend of afternoon entertainment.
3			
4			
5			
6	SOUND OF MUSIC	Stand. Pop.	
7			Huntley-Brinkley - Morgan Beatty - World Tomorrow.
8			
9	MUSIC IN THE NIGHT	Stand. Pop.	A tasty blend of today's sound and rearranged standards. NBC News on the hour.
10	Harv Clark Cal Fankhauser		
11			
M			
OVERALL TYPE		Stand.-Pop.	

News on the hour with 15 min. summaries 9 times a day. NBC Emphasis 5 minutes before each hour.

During the season KHQ carries P.C.L. baseball and Washington State U. football.

AM	PROGRAM	TYPE	COMMENTS
5	WAYNE HENRY (from midnight)	Pop. Contemp.	It takes a special kind of DJ to be a great "all niter" and that's what Wayne is.
6	LEE SMITH	Contemp.	
7			One of the strongest morning personalities in this city's history.
8			
9	CHARLIE BROWN	Contemp.	In the short space of one year, Charlie Brown has captured the hearts and minds of Spokane's mid-day radio listeners with his zany antics and ability to involve his audience in his program. Response to his attempts to get more housewives to listen more often has been amazing.
10			
11			
1	JIM SIMS	Contemp.	Highly original humor with a beautiful deep voice combine to make Jim Sims one of the smoothest, best liked deejays in the Northwest among radio listeners.
2			
3	GARY TAYLOR	Contemp.	Our afternoon drive man has the ability to develop and maintain an affinity with his audience that has given him a loyal listenership unparalleled in Spokane's radio history...and ratings prove it.
4			
5			
6	JIM SIMS	Contemp.	Jim comes back for 2 more hrs. with the largest evening radio rating in the city..bar none. All of which proves his versatility with teens and adults.
7			
8	MIKE DALTON	Contemp.	Mike Dalton has Spokane night listeners wrapped around his little finger. His program is so oriented to local goings-on, that Spokaneites <u>must</u> listen to him to find out what's happening.
9			
10			
11			
M	WAYNE HENRY (to 6am)	Contemp. Pop.	Wayne provides companionship with a special knowledge of why people stay up.
OVERALL TYPE		Contemporary	

Local news :55; Sports :15; Headlines :30. News Director Ross Woodward at KJRB 10 yrs., has all his Newscasts sold out. His peers at stations in the area maintain he is the finest News Dir. north of S.F. Programming would fit the pattern called rock & roll, but hard rock sounds are only aired between 3pm & midnight. Mid-day to 3pm-older hits from as far back at 1957 attract housewives. Our format is "Top 40" and we are proud that we still attract a large adult audience.

Indep.  
1380 kc  
5,000 w

-468-

Spokane, Wash.

**KPEG**

Indep.  
970 kc  
5,000 w

Spokane, Wash.

**KREM**

Burn-Smith

Blair

Crown Station

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	DENNIS COLLINS	C & W	MUSIC AND NEWS
8			
9			
10			
11			
N			
1			
2	SILVER CITY Ed Mosley	C & W	Mr C & W in the Northwest. He has been broadcasting C & W Music in the Spokane Market for 20 years.  News
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			
OVERALL TYPE		C & W	

AM	PROGRAM	TYPE	COMMENTS
5			
6	JIM JOHNSTON SHOW	Pop. Stand.	18 yr. vet. of radio. 11 yrs. with KREM. Own creative approach to programming, merchandising, and advg.
7			
8	BOB AND JIM SHOW Bob Adkins Jim Johnston	Pop. Stand.	The only two-man show in the Northwest, Devoted listeners hang on to every goof and spoof. Imaginative promotions.
9			
10	DAVE PAGE SHOW	Pop. Stand.	An 18-year veteran of radio, he has spent the last 13-yr with KREM. His show is constantly one of the most popular shows...claiming the largest female listening audience in Spokane. Active in the community and state in politics, church, and as lecturer and guest speaker. He is 39 years old.
11			
N			
1			
2	AL WETZEL SHOW	Pop. Stand.	Spokane listeners call him "Wild" Al because they never know what he'll do next. His "voices" and quick wit have made him a favorite D.J. An ardent sports fan, he handles the KREM Ski Show in the winter. He is 32 years old.
3			
4			
5			
6	BOB PHILLIPS SHOW	Pop. Stand.	In Spokand radio for 7 years. His smooth style and excellent taste in music, along with his shapr sense of humor, are quickly making him a nighttime favorite in Spokane. He is 28 years old.
7			
8			
9	WES LYNCH TALK SHOW	Talk-Tel. Part.	32 yrs. old - Spokane's ONLY telephone talk show, hosted by Wes Lynch, a vet. of 15 years of broadcast experience from KREMs sister station KGW. Recently awarded "Lay Citizen of the Year" Award for outstanding work in the community. First time awarded to anyone on media-Spokane
10			
11			
M			
OVERALL TYPE		Popular - Standard	

News at :15 and :45 throughout the day.

Pacific Northwest's oldest all Country-Western Radio Station. Programming C & W since 1959.

50% new releases.  
50% Album "oldies"

UPI News Audio Service.

"Sound of the City" Modern Contemporary One. At KREM, news comes First, with the UPI Audio Network (only station in town with UPI) and the teamwork of the best newsmen in the region. This is no idle boast. Plus instant news coverage from KREMs sister stations KING Seattle and KGW Portland.



KBS Affil  
920 kc  
5,000 w

-469-

Spokane, Washington

**KXLY**

Alan Torbet Assocs.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	BOB CONRAD (from midnight)	Contemp.	Bob calls his show "Insomni- bus"-all night visit with folks. Music choice wonderful
6	DARRELL HANSEN and FRANK DALTON	Contemp.	KXLY's "Goodmorning" Team. We call Darrell "Happy" be- cause that's how he makes you feel in just a few minutes. Teamed with News Reporter & off-beat humorist Frank Dalton...things happen fast on the morning show.
7			
8			
9	GARY GIORGI	Contemp.	In radio & TV for more than a decade, Gary has performed on stage, in motion pictures also. He's familiar with what it takes to please an audience, and housewives around the Inland Empire will testify to the fun and pleasant music they enjoy with Gary, our Program Mgr.
10			
11			
N			
1			
2	STEVE LYMAN	Contemp.	Almost anything is likely to be found in Steve's Afternoon Drive Bag. Lots of good music, commute traffic information through the use of two-way radio communication with 200 Citizens Band Radio enthusi- asts in the Spokane area. BIG, mellow and absolutely fantastic voice, plus fine humor & friendly approach.
3			
4			
5			
6	VINCE GIBBENS	Contemp.	The good looking young man with the beautiful voice over there in the corner is known throughout the Inland Empire as Vince Gibbens. He calls his corner "Strike Out Corner, because his show surrounds KXLY's broad- casts of the league-leading Spokane Indians baseball games. Vince has picked up many friends in the Empire since he's been with KXLY and his fame is spreading rapidly. His audience in- volvement games on the tele- phone are virtually trapping listeners by the score.
7			
8			
9			
10			
11			
M	BOB CONRAD (to 6am)	Contemp.	Bob radiates friendship and personality all night long.

OVERALL TYPE Contemporary

KXLY News Director Ron Bair, Radio/TV Newsmen Frank Dalton, Dwight Gregory, Wayne Bliesner, Dave Linder and Pat Stookey combine with the world renowned news staff of CBS Radio Network to provide the Inland Empire with the finest and most comprehensive news coverage and reporting in the entire industry. Add KXLY's exclusive CBS Net Alert News and you come up with the station that has scooped the market on every major news event this year.



CBS Affil.  
730 kc  
5,000 w

-471-

Springfield, Mass.

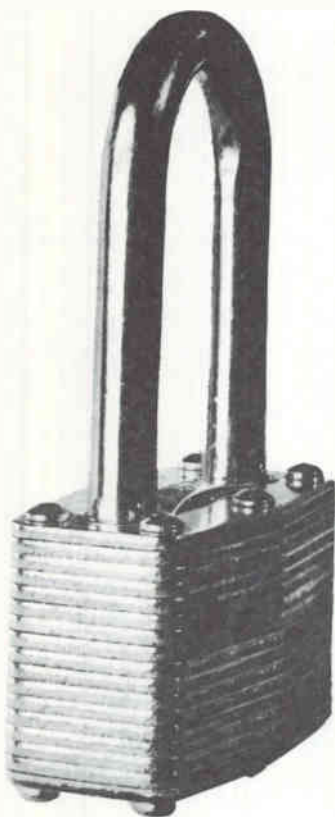
**WACE**

Meeker

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	WACE TIME KEEPER Hank Sommers	Pop.	"Mr. Personality"...natural talent, years of experience make Art a great entertainer-salesman. Up-tempo music, features, news.
6			
7	THE WACE MORNING REPORT Dick Randall Art Barent Hank Sommers Dick Jandrow	Talk-News Info. Tel. Part.	The most comprehensive news & info. service in the area. CBS-Local-Regional News and Sports & many features. Last 35 minutes spent with listeners views on the news.
9	ARTHUR GODFREY TIME	Variety	CBS-Godfrey, orchestra, regulars and guests.
10	VIEWPOINT Hank Sommers	Talk-Tel. Part.	Listeners directed to comment on the issues and challenges of the day-thought provoking
11	OPEN HOUSE Art Barent	Talk-Tel. Part.	Chatting with homemakers-hints & recipes-loads of fun. Compels attentive listening.
N	NOON REPORT	News	CBS World-Nat'l; local news
	SWAP SHOP	Tel.Part	Hank Sommers-listeners trade
1	FOR YOUR INFORMATION Art Barent	Talk-Tel.Part Int.Disc	Guests from all walks of life local, state, nat'l join FYI to tell their story.
2	SPEAK OUT Dave Williams	Talk-Tel. Part.	Dave is defender and spokesman of the people. Listeners express opinions on problems of the day. He also dials out to get in direct contact with newsmakers. Dave can provoke an argument while preventing a quarrel. Great listener attention.
3			
4			
5			
6	THE WACE EVENING REPORT J.Kubik-R.Macauley-Info. J.Weld-D.Williams	Talk-News	Comprehensive local & CBS news plus features. Sports-Business News-Taped actualities. Large production staff
7			
8	COMMENT Ron Macauley	Talk-Tel. Part.	Opinions and information from listeners.
9			
10			
11			
M			
OVERALL TYPE		Talk-News-Int.Disc.-Tel.Part.	

News from CBS Radio Network on the hour for 10 minutes. CBS Dimension-5 minutes at half-hour. Local news at :10. In the fall, WACE broadcasts Notre Dame football. In summer, selected coverage of Mets baseball. Features include: Weather forecasts direct from U.S. Weather Bureau at Bradley International Airport. Also-Ski Reports-plant and school closing. The WACE News Staff consists of 11 men



WE  
HAVE  
THE  
NEWS-  
INFORMATION-  
CONVERSATION  
AUDIENCE

## Locked to WACE

- Better Coverage (5000 watts, 730 kc)
- More Response (a high attention audience)
- Lower Cost per Thousand (realistic rates)
- More of the Right People (adult audience)

OUR AUDIENCE — YOUR PROSPECTS

## WACE 730 CBS RADIO

P.O.Box 2007 Springfield, Mass.  
For Full Details Call the Meeker Company

American Inform. Net. -472-  
1400 kc  
1,000 w days  
250 w nights

Northampton, Mass.  
(Springfield-Holyoke)  
**WHMP**

Indep.  
560 kc  
5,000w day  
1,000w night

Springfield, Mass.  
**WHYN**

Vic Piano Associates

NAB

Blair

NAB RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5				5	NORM LAMBERT	Contemp.	Norm has one of the most exciting late nite shows on radio.
6	DAWN PATROL	Stand. Pop.	Morning hours carry bright music...interspersed with weather, news, sports headlines, social notes and general information.	6	BOB ALLEN	Contemp.	Bob projects a happy and enthusiastic sound for every moment he is on the air. He has a strong sense of responsibility to WHYN clients and when involved in a live commercial, gives it all the vitality and salesmanship that a good salesman should.
7	George Banks			7			
8				8			
9				9			
10	JUST FOR YOU	Stand. Pop.	Two hours of toned-down Standard-Popular with a little leaning toward women listeners.	10	LOU TERRI	Contemp.	Lou Terri keeps the housewives happy daily on WHYN. Every day Lou plays the favorite songs for his "Queen of the House" This is a girl who receives a months supply of coffee and the chance to be selected as the weekly winner of a table model radio.
11	Joe Fennessey			11			
N				N			
1	BOB SAWYER	News Stand. Pop.	Lots of news...local, regional, but steady background of Standard-Popular music.	1			
2	LARRY BRAYTON	Stand. Pop.	Four hours of slightly pepped-up Standard Popular to cater somewhat to younger listeners but still hold adult audience.	2	STEVE KANE	Contemp.	The newest member of the WHYN air personality staff, Steve is enjoyed by both old and young. He is the funny man who keeps that smile on your face and keeps things moving with a great pace, during that important drive time.
3				3			
4				4			
5				5			
6	NEWS BLOCK	News	ABC Inform.Net, Local News	6	RON SAVAGE	Contemp.	When "Ron-Ron" is on, you know it. He has a snappy, bright, incisive delivery. When Ron does a live spot, you're sold. Ron is so full of fun and vitality it can't help but brush off on his listener.
7				7			
8	CAVALCADE	Album	On the quiet side. A very popular program in this area where the FM listening audience is over-average due to the fact that we have four major colleges in our primary listening area, as well as five or six well-known prep schools.	8			
9				9			
10				10	O'BRADY	Contemp.	The O'Brady Super Hit Satellite blasts off with all the most requested songs phoned or mailed to WHYN. O'Brady makes all night people glad they are.
11				11			
M				M			
OVERALL TYPE		Standard-Popular		OVERALL TYPE		Contemporary	

News on the hour.  
News headlines on half-hour.  
Sports on half-hour adjacent to news headlines, at 4:30 and 5:30pm.  
Boston Red Sox baseball. High school football and basketball.

5 min. news on the hour, 24 hrs. a day. News on the half-hour -- 5 minutes in drive-times, otherwise headlines. Weather reports are broadcast every half hour at :15 and :45. WHYN broadcasts 4 Farm Reports each morning, just before dawn. The latest Metro area Pulse shows WHYN as the leading station among adults 18-49. Rated #1 in all time periods.

Indep.  
1270 kc  
5,000 w day  
1,000 w night

Springfield, Mass.

**WSPR**

ABC Affil.  
1490 kc  
1,000 w day  
250 w night

-475-

Springfield, Mass.

**WTXL**

Robert Eastman

NAB

McGavren-Guild-PGW

AM	PROGRAM	TYPE	COMMENTS
5			
6	PAUL MONSON	Pop. Contemp	In better than 20 years, Paul's audience has indicated consistent loyalty. Paul believes in the products & services he advertises and his listeners respond. Unquestionably Springfield's best known and respected radio personality. Award winning news. WSPR is a three time winner of the Tom Phillips Award for excellence in reporting.
7			
8			
9			
10	JIM RAYNOR	Pop. Contemp	Jim is our ladies man.. Springfield's familiar radio voice during the mid-day hrs. The housewives like him..they enjoy his pleasant conversation..the kind of music he plays. Special music feature-Spotlight Personality, each day takes a turn or two with a well known recording personality's top records. News, time, weather, features.
11			
N			
1			
2			
3	JACK MILLER	Pop. Contemp	Jack presents just the right blend of music for the afternoon side of the day..has a pleasant and friendly conversation with his listeners. At six, of course, there's WSPR's well known and well respected 6 PM Ten Minutes of News.
4			
5			
6			
7	ROBIN MITCHELL	Pop. Contemp	A great favorite of Springfield's young adults..plays the kind of music they particularly enjoy. Robin is an intelligent young man, handles himself and his radio hours accordingly. WSPR's award winning News is on hand, too. In depth reports on the hour.. headlines on half-hour. WSPR's big 11 P.M. Ten Minutes of News. (Until Midnight except Friday till 2:00 A.M.)
8			
9			
10			
11			
M			

OVERALL TYPE Popular - Contemporary

5-Min. Newscasts 5:30-9AM on the hour and half-hour.  
5-Min. Newscasts 1C AM - 12 Noon on the hour; 2-Min. News Headlines 9:30AM - 11:30 P.M. on the half-hour. 10-Min. Newscasts at 12 Noon - 6 P.M. and 11 P.M.; Weather -John Quill - 7 times daily during AM Drive Times.  
Up-Tempo popular music from a current list of 70 top tunes supplemented by comers and standards.  
Local Music List; Listener requests played from 7 to 10PM  
"Hard" sounds not played at all. Softer music during drivetimes, housewife time.

AM	PROGRAM	TYPE	COMMENTS
5			
6	REVELLE	Std. Album	Announcer Paul Gordon
7	BRIGHT & EARLY SHOW Paul Gordon	Stand. Album Show & Movie	Get the day started on a pleasant note with the happy sounds of the show.
8	NEWS	News	News Around The World
9	BRIGHT & EARLY SHOW	Std. Alb. Show-Mov.	Paul Gordon
10	BREAKFAST CLUB Don McNeill	Variety	ABC Network show
11	WONDERFUL SOUND OF MUSIC Paul Gordon	Stand. Album	Meticulously selected, planned, balanced and carefully controlled to please and hold adult listeners.
N	NEWS & COMMENT	News	Paul Harvey
1	WONDERFUL SOUND OF MUSIC Paul Sutton	Stand. Album Show & Movie	Music that is always familiar...always melodic. Performed by the foremost singers and orchestras in the world. Not haphazard, accidental selection, but carefully, constantly screened good music for people who like the best.
2			
3			
4			
5			
6	SERVICE PERIOD	Talk-News	News, Sports, commentary by Paul Harvey, Tom Harmon, Bob Considine, Alex Dreier, Melvin Munn, Edward P. Morgan.
7			
8	CONCERT HALL OF THE AIR	Class.	Classical music--the only such program in Springfield
9			
10	WONDERFUL SOUND OF MUSIC Bob Austin	Stand. Album Show & Movie	Especially planned and programmed for relaxed late evening radio entertainment.
11			
M			

OVERALL TYPE Standard - Album Show and Movie

ABC News at :55  
Regular weather reports direct from U.S. Weather Bureau (Exclusive in market)  
Special reports from ABC Radio  
Entire program structure designed for adult audience appeal.



*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives



Indep.  
1600 kc  
5,000 w

-476-

St. Louis, Mo.  
**KATZ**

CBS Affil.  
1120 kc  
50,000 w

St. Louis, Mo.  
**KMOX**

Bernard Howard

CBS Radio Spot Sales

CBS Owned

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	KATZ 'N JAMMERS Gabriel	Contemp.	
6	EARLY BIRD SHOW	Contemp.	Robert "BQ" as he is known, is an institution in St. Louis morning radio. Time, weather, traffic, community calendar of course, plus 'Great Getting up Music'. But, above all, B.Q.'s always bright, funny approach.
7	Robert B.Q.		
8			
9			
10	1600 CLUB	Contemp.	The 'Leprechaun' is a bachelor, and has particular appeal to the ladies. Bright, up-tempo music, information services aimed at the ladies, and of course, news.
11	Doug Eason		
N			
1			
2	DONNY BROOKS SHOW	Contemp.	D.B.-Dr. 'Soulfinger' as he is known, swings and has great teen-age appeal. Within his show, from 3:30 to 3:40pm is Teen Scene with Bernard McCain -- a special program aimed at encouraging teenagers to stay in school.
3			
4			
5			
6	TOP TEN SHOW	Contemp.	Chuck's show is probably the fastest paced show plus features and dedications - while still packing in 16 records per hour. A particular favorite of the college crowd.
7	Chuck Cunningham		
8			
9			
10	LOU THIMES SHOW	Contemp.	"Fatha" Thimes, a veteran St. Louis broadcaster has the sophisticated touch. The show is usually remoted from a club and features jazz and blues as well as R&B.
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5			
6	TOTAL INFORMATION	Talk- News Sports Serv.	Up-to-the-minute news, weather, sports, traffic, local interest features. Integrated CBS Network news with local news, business news, sports review. "For Your Information" documentary with Bob Hardy.
7	Jim Butler Bob Hardy Rex Davis Doc Eberhardt		
8			
9	JACK BUCK SHOW	Stand. Pop.	
10			
11	ARTHUR GODFREY TIME	Variety	CBS Network
N	AT YOUR SERVICE	Talk- Tel. Part. Int. Disc. News Info.	News, newspaper editorials - listeners phone in questions and comments. Jack Buck interviews guests on varied subjects and listeners phone in questions. Family service, of interest to men and women. Guest experts on education, medicine, taxes, household hints, decoration. News, sports, business news, weather report.
1	Rex Davis Jack Buck Roy McCarthy Bob Hardy Alexander Kendrick Ron Jacober		
2			
3			
4			
5			
6	SPORTS OPEN LINE-Bob Burnes	Talk- Tel.Part	Sports reports-big name interviews. Listeners comment.
7	WORLD TONIGHT AND SPORTS	Talk	World Tonight - CBS
8	PLAY-BY-PLAY SPORTS	Talk- Sports	Complete year-round coverage of all major sports, including Cardinal baseball, Cardinal football, St. Louis Univ. "Billiken" basketball, and high school sports, Blues Hockey, soccer stars.
9			
10	HARRY FENDER SHOW	Varied	Music and guests live from The Chase Hotel.
11			
M	THE MAN WHO WALKS AND TALKS AT MIDNIGHT	Stand.- Pop.	John McCormick is host (to 5am)

OVERALL TYPE Contemporary

OVERALL TYPE Talk-Telephone participation

News Beat - Bernard McCain and Charles Sherwood. UPI plus KATZ's exclusive community coverage. Community Calendar of the Air at 6:30am, 12:30pm, 7:30pm. 5 min. news on the hour. 1 min. headlines at 16 past and 16 to the hour.

News - CBS and local news on the hour.  
World News Roundup 7:30-7:45am  
Walter Cronkite Reports 6:10pm  
Reasoner Report 5:40pm  
Weather Capsules with Jim Butler - 1:10, 2:10, 3:10, 4:10 pm.  
Audience Involvement Radio; Programming that attracts an attentive adult audience.  
"The Voice of St. Louis"

Indep.  
1690 kc  
11,000 w

-477-

St. Louis, Mo.

**KSTL**

NBC Affil.  
550 kc  
5,000 w

St. Louis, Mo.

**KSD**

Major Market Radio

Blair

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	WAKE-UP TIME	C & W	Joe Wesley spins top C&W hits for early AM
7	DAVID EPLEY TOM MEREDITH FULL GOSPEL BDCST.	Relig.	National program
8	YOUTH REVIVAL CHAPEL OF THE AIR MORNING CHAPEL HR. BACK TO THE BIBLE	"	
9	CHRISTIAN-JEW HR. OUR DAILY BREAD	"	
10	GOSPEL HOUR VOICE OF CHINA & ASIA GEORGE W. MONCEY	"	
11	BIBLE TRACT ECHOES CARLINVILLE FULL-GOSPEL LATER TIMES BDCST.	"	
N	PUBLIC AFFAIRS NATIONAL STOCKYARDS NEWS PUBLIC AFFAIRS MARKETS	Talk-Int "Serv Talk-Int Talk-Int	
1	JENNY JAMISON SHOW	C & W	Only girl C&W DJ in St.Louis Radio. Recording artist, TV and night club entertainer. Spins top 40 C&W plus request show.
3	SKEETS YANEY SHOW	C & W	A tradition in C&W music in St. Louis. Entertainer, MC, recording artist. Known in this area since 1930. Recognized nationally in C&W field. Radio & TV artist. Spins latest and standard C&W recordings, interviews Nashville C&W stars.
7			6:15 to local sunset

AM	PROGRAM	TYPE	COMMENTS
5	JOHN ROEDEL SHOW	Pop.	News early morning show with veteran newscaster.
6	MORNING SHOW Grant Horton	Pop. Stand.	A new addition at KSD, Horton came from KMOX, St. Louis. With WCCO, then joined CBS Radio's Housewives Protective League. As "Grant Williams" was with KSL, KIRO and then KMOX from 1957 until joining KSD.
10	JIM BURKE SHOW	Pop.	A vet actor of old soap operas, playing heroes on CBS-villains on NBC; on stage in Moss Hart's Winged Victory. Won special commendation for work on "Hear It Now" show.
N	PLAYHOUSE PARTY	Variety	The only aud. part. radio show of its kind in nation - live music, live audience, & truly live broadcast. Now in its 11th straight year.
2	BILL CALDER SHOW	Pop. Stand.	Station's newest personality. Very humorous and off-beat; real authority on music. Was with WIND, Chicago, KPRC, Houston and KWK, St. Louis.
5	HOWARD DEMERE EVENING WRAP-UP	Talk- News	News - sports - Business Today - Digest - Trafficcopter reports - Syndicated Barry Farber show.
8	AUDIO 55 Harry Gunther	Pop. Stand.	Four hours of the very best in popular music, hosted by station's well-known evening voice, Harry Gunther.

OVERALL TYPE A.M. Religious P.M. C&W

OVERALL TYPE Popular-standard

KSTL in it's 20th year of broadcasting presents the top Religious Programs in the morning, then switches to farm, news, and public affairs, and at 1:00pm goes completely Country & Western with a pace setting type programming for the Greater St. Louis area and beyond, featuring the top C&W singles and LP's, and interviews from time to time with guest artists from the Nashville scene.

NBC News on the Hour. NBC Emphasis 9:30-3:30pm on the half-hour. Trafficcopter Reports in drive-times. The KSD Radio news staff of 10 reporters and writers represent the largest such staff of any St. Louis radio station. The ten men have spent, collectively, over 200 years in the news field. They do not report the news on the air...they simply gather and prepare it for broadcast by news announcers.

MBS Affil.  
1380 kc  
5,000 w

-478-

St. Louis, Mo.  
**KWK**

Indep.  
630 kc  
5,000 w

St. Louis, Mo.  
**KXOK**

Metro Radio Sales

Radio Advertising Reps. Storz Station

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC TILL DAWN (from midnight)	Pop.- Stand.	Six hours of pleasant, entertaining music for late-nighters and night workers.
6	JERRY BROWN	Pop.- Stand.	Jerry Brown spins records and tales with an ease that makes the time fly by. The chuckles and good spirits linger long after show time ends. Up-to-the-minute time and weather, too, to get you up and off on time.
7			
8			
9			
10	BUDDY MORENO SHOW	Pop.- Stand.	Buddy is "Mrs. St. Louis'" best friend. His music sends her about her household chores with a light step, as well as providing listening pleasure for her male counterpart. He features popular tunes... Sinatra, the Dorseys, King Cole, etc. His style is relaxed, spiced with smooth, sophisticated patter. One of the countries outstanding band-leaders.
11			
N			
1			
2			
3	CHARLES MONTGOMERY SHOW	Pop.- Stand.	Charles has a rich, exceptionally pleasing voice and sparkling enthusiasm. He provides an always entertaining blend of old favorites and up-to-date pops.
4			
5			
6			
7	JACK DONNELL	Pop.- Stand.	Jack Donnell gives the day a perfect ending. A 2-way radio show combines the right balance of music and interesting conversation. Listeners call in and discuss many topics over the air with Jack. Something is always cooking in Jack's kettle of entertainment.
8			
9			
10			
11	THE WORLD TODAY	News	MBS re-cap of day's news
M	MUSIC TILL DAWN	Pop.- Stand.	(to 6am)

AM	PROGRAM	TYPE	COMMENTS
5	THE MORNING SHOW	Contemp Pop. Stand.	Mort Crowley is one of the geniuses of modern radio. He has a 20 yr. background in morning drive-time in the top 10 markets. He is an in-depth total performer. Material used on his show is scripted, succinct and timely. His humor is unsurpassed. Features extensive newscast, weather, traffic and sports reports.
6	Mort Crowley		
7			
8			
9	RAY OTIS	Contemp Pop. Stand.	Otis is one of the country's biggest voices. He is a commercial perfectionist & advertisers reap a harvest of believability. He makes countless personal appearances, and has a warm and sincere delivery.
10			
11			
N	KEITH MORRIS	Pop. Stand. Contemp	All request format. Music selections date back to 1940. Artist range from Tommy Dorsey to the Beatles. Women dominate telephone request lines. Keith Morris is a mellow-voiced gifter host and doubles as KXOK's Music Director.
1			
2			
3	WILLIAM A. HOPKINS	Contemp	The delightfully informed host has an impressive 15 yr. background in show business and broadcasting. William A's special brand of warmth and sincerity has been mellowing since his birth in London, England.
4			
5			
6			
7	JOHNNY RABBITT SHOW	Contemp	Nothing escapes the Johnny Rabbitt show that is of interest to the younger set. The Johnny Rabbitt show is the show that sells anything on which young people exert "purchase-influence."
8			
9			
10			
11	NICK CHARLES SHOW	Contemp Pop. Stand.	Nick Charles has an extensive background on the stage and in night clubs. He is generally heavy on conversation and philosophical pattern.
M			

OVERALL TYPE Popular-standard

OVERALL TYPE Contemporary - Popular - Standard

5 minute news on the hour and half-hour delivered with authority and accuracy by the KWK award winning news staff. Spotlight Reports heard at 8am, 12 noon, 6 & 9pm Mon.-Thurs. Editorial by Donald E. Hamel, Gen'l Mgr. on Fri. at 8am, 12 noon, 6 & 9pm. Sports capsules at 6:15, 7:15 & 8:15am, 4:15, 5:15 & 6:15pm.  
Popular middle-of-the-road music with emphasis on personalities and complete news coverage.

:20 Weather & Sports  
:40 Weather & News  
:55 News  
KXOK is heavy on Public Service and Community Image Projects.



Indep.  
920 kc  
500 w

Granite City, Ill.  
(St. Louis)

**WGNU**

ABC Affil.  
1430 kc  
5,000 w

-479-

St. Louis, Mo.

**WIL**

Gill-Perna

John Butler

LIN Broadcasting

AM	PROGRAM	TYPE	COMMENTS
5	JOE BREWSTER SHOW	C & W	Joe is a dynamic peppy type who is amazingly cheerful early in the morning. A real waker-upper.
6			
7			
8			
9	BOB BAKER SHOW	C & W	Bob is one of the veterans in St. Louis radio and has the smooth, romantic voice that the housewives love.
10			
11			
N	DENNY HOFFMAN SHOW	C & W	Denny is one of the standout radio personalities in the St. Louis area and a real favorite among the young St. Louis housewives.
1			
2			
3	CHUCK NORMAN SHOW	C & W	Chuck is another veteran in St. Louis area radio and has a great appeal for all ages.
4			
5			
6			6 AM to local sunset
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5			
6	COUNTRY AND WESTERN	C & W	Modern Nashville Sound, Country & Western format.
7			
8			Limited use of ABC Information Network.
9			
10			Tight production, bright personalities, strong 6 man news staff.
11			
N			Editorials as the need arises. News services - AP, AP "A" Wire, UPI, U.S. Weather Bureau.
1			3 mobile units.
2			
3			Commercial policy - commercial time per hour is 16 minutes.
4			
5			
6			Competitive product protection - 12 minutes.
7			
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

OVERALL TYPE Country & Western

Completely 100% Country and Western (modern)  
5 minute national, international, local news on the hour.  
AP news headlines on half hour. Local news 15 and 45.

Indep.  
590 kc  
500 w day  
1,000 w night

-400-

Wood River, Illinois  
(St. Louis)

**WRTH**

McGavren-Guild-PGW

NAB

AM	PROGRAM	TYPE	COMMENTS		
5	MORNINGSONG	Stand. Pop. Album	Sample Daily Music Format		
6			"I'm Falling in Love with Someone"..Melachrino Strings		
7			"I'll Hold You in My Heart". Anita Kerr Singers		
8			"Mr. Wonderful"..Bobby Hackett		
9			"The Donkey Serenade".. Mantovani		
10			"Puttin' On the Ritz"..Fred Astaire		
11			"Somebody Love Me"..Ted Heath		
N			SERENADE IN THE MORNING	Stand. Pop. Album	"I Dream Too Much"..Morton Gould
1	"Am I Blue"...Johnny Mann Singers				
2	"Honeysuckle Rose"..George Shearing				
3	"Picnic"...McGuire Sisters				
4	"Let's Face the Music and Dance"...Les Elgart				
5	"La Rosita"..Edmundo Ros				
6	MID-DAY MELODY	Stand. Pop. Album			"Rustle of Spring"..Holly Bowl Symphony
7					"You're the Cream in My Coffee"..Ray Coniff Singers
8					"Smoke Rings"...Three Suns
9					"If I Loved You"...Wayne King
10					"Strange Music"..Anna Moffo
11	"Memories of You"..Glen Gray				
12	SERENADE IN THE AFTERNOON	Stand. Pop. Album	"My Prayer"..Andre Kostel- anetz		
1			"Broken-Hearted Melody".. Pete King Chorale		
2			"High Noon"..Roger Williams		
3			"Rambling Rose".Sammy Davis		
4			"Like Someone in Love".. Ray Anthony		
5			"Yesterday".. Bud Shank		
6	LIMELIGHT	Stand. Pop. Album	"Fascination"..Percy Faith		
7			"I'm Beginning to See the Light"..Ames Bros.		
8			"Love For Sale"..Buddy Cole		
9			"My Old Flame".Ray Coniff		
10	"You've Changed".B.Holiday				
11	GASLIGHT REVUE	Stand. Pop. Album	"Friendly Persuasion".. Frank Chacksfield		
12			"Deep Night"..Art Van Damme		
1			"Breezing' Along With the Breeze..Norman Luboff Choir		
2			"Bouquet"..Percy Faith		
3			"Misty"...Les Elgart		
4	"Bewitched"...George Shearing				
M	NIGHTWATCH ( to 5 am)	Stand. Pop. Album	"September Song"..Percy Faith "Mona Lisa".Roger Williams		
OVERALL TYPE		Standard - Popular - Album			

News at :55 plus at :25 in drive-time  
Weather at :15 :25 and :45  
Sports :15 in drive-time  
Beautiful music is the keynote...24 hours a day...with  
emphasis on standards and show tunes and just a sprink-  
ling of sweet pops and light classics. Uninterrupted  
music programmed continuously on a 15 minute basis,  
30 mins. during evening hours, carefully paced in  
accordance with time of day and activities of a quality  
audience.

# SYRACUSE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WFBL	6	25. 6-9a	22. 9-4p	25. 4-7p	13. 7-1a	1-5a On Request	80%	50%	5%	10%
	12	23.	19.	23.	12. 5-6a					
	18	21.	17.	21.	10.					
	24		15.		8.					
WHEH	6	26. 5:30-9:30a	22. 9:30-4p	26. 4-7p	13. Other		75%	50%		10%
	12	25.	21.	25.	12.					
	18	24.	20.	24.	11.					
	24	23.	19.	23.	10.					
WHDH	6	28. 6-9a	24. 9-3p	28. 3-7p	24. 7-10p	17. 10-12m	80%	60%	4%	8%
	12	27.	23.	27.	23.					
	18	26.	21.	26.	21.					
	24	25.	19.	25.	19.					
WOLF	10	15. 6-10a	13. 10-3p	15. 3-7p	9. Other		80%	50%	5%	10%
	15	14.	12.	14.	8.					
	26	13.	11.	13.	7.					
WPAV	6	12. 6-9a	8. 9-4p	12. 4-Off			75%	50%	10%	15%
	12	11.	7.50	11.						
	18	9.50	6.50	9.50						
	24	9.	6.	9.						
WSEH	5	9.75 All periods					75%	50%	-50%	-\$1
	15	9.25								
	25	8.75								
WSYR * Freq. Rates	52	33.50	6		11p	11-12:05 50% of 6am-11p	28.	13.		
	104	32.								
	260	30.								
	312	28.50								
	520	27.75								

Amer. Entertainment Net. -482-  
1390 kc  
5,000 w

Syracuse, N.Y.  
**WFBL**

CBS Affil.  
620kc  
5,000 w day  
1,000w night

Syracuse, N.Y.  
**WHEN**

McGavren-Guild-PGW

Katz Meredith Owned

NAB RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS		
5	WFBL FARM SHOW & BOB CAROLIN SHOW	Service Pop.	News of current interest to farmers. Wide-awake show during sleeping hours.	5	NEW DAY	Stand. Pop.	Central New York's Number One Morning Mann, Dave gets you up on time and cheerfully, with road reports, weather, ski reports, when applicable. Dave provides easy-listening morning music, all important news (school closing, local weather, area news, road conditions)		
6	SHANNON	Pop.-Stand.	Syracuse's most sought-after guest at the breakfast table Shannon enjoys his work and Syracuse enjoys "Shannon in The Morning"!	6	Dave Mann				
7									
8									
9									
10	ABC BREAKFAST CLUB	Variety	Don McNeil - Household fixture for over 30 years.	10	JACK MORSE SHOW	Stand. Pop.			
11	TED DOWNES SHOW	Pop.-Stand.	Easy listening midday entertainment with a generous sprinkling of Downes' humor. Ted is Syracuse's most popular toastmaster.	11	ARTHUR GODFREY	Variety		Godfrey orchestra, the regulars, the guests.	
N				ALMANAC				Talk	Kay Larson-Womens features
1									
2				JACK MORSE SHOW				Stand. Pop.	
3	JERRY SANDERS SHOW	Pop.-Contemp.	The commuter's best friend. Light and lively drive-time entertainment.	3	DEANE PARKHURST SHOW	Stand. Pop.	"The home stretch-designed to get you and me back home safely." That's what Deane considers his show to be. Musically, he covers the home stretch in a pleasant, professional way. He's often on location--be it a cruiser or a swimming pool.		
4									
5									
6									
7	LARRY COLAVITA SHOW	Pop.-Stand.	Syracuse's favorite night-time companion for driving, reading, studying, or just listening and enjoying.	6	NEWSBEAT	Talk-	News		
8				(VARIOUS)	Talk-News	Local and CBS News, Lowell Thomas, sports.			
9				BASEBALL	Stand. Pop.	Throughout season, local International League baseball team carried 7:35 PM to conclusion.			
10						NIGHTLIFE	Nightlife format offers substantial segment of music, bright and upbeat in nature, interviews with people whose stories are of interest to area listeners, and such important service features as news, weather, road conditions, as well as calendar of community activities.		
11	OPINION	Talk Tel. Part.	Provocative & controversial. Central New Yorkers offer opinions on any subject. Results are most interesting	11	Leiderman/Edwards				
M	NEWS-ART PETERSON	Talk-	One of most respected newsmen	M					

OVERALL TYPE Popular-standard

OVERALL TYPE Standard-Popular

News - 60 newcasts per day. Sports - Buffalo Bill - Notre Dame - LeMoyn College basketball. A good radio station is a good service organization. It owes its allegiance to its loyal listeners and to its advertisers, both of whom represent the station's only support. With this credo, WFBL has grown with Syracuse for 46 years.

CBS Hourly News, plus half hour Dimensions, local 2 minute heads precede the Network news from 10:00-4:30pm. Morning Drive Time - news on the hour and half-hour. Basic "Good Music" sound with strong personalities, consistent music throughout the day and night.

Indep.  
1260 kc  
5,000 w

Syracuse, N.Y.  
**WNDR**

MBS Affil.  
1490 kc  
1,000w day  
250w night

-483-

Syracuse, N.Y.  
**WOLF**

Kyle Radio

NAB RAB

Alan Torbet Assocs.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	MAC & MAUDE SHOW	Contemp.	Fran McGrath & voice of his 80 yr. old girl friend and weather forecaster, Maude Skidmore. The show is directed toward the farm group. Considerable farm news.
6			
7	GEORGE PLAVOCOS	Contemp.	Tight production, frequent time & temp., and authoritative but pleasant voice are the features of this morning show. A local boy who made good.
8			
9	RON THOMPSON	Contemp.	Bright and breezy, Thompson is the housewife's friend. Music is modified contemp. and Thompson's patter is continuous.
10			
11			
N	DAN LEONARD SHOW	Contemp.	Dandy Dan is a 12 year vet of the market. He uses a straight-forward delivery and a liberal sprinkling of all-time hits.
1			
2	JACK McNAMEE	Contemp.	Happy Jack's is a bright, breezy presentation of Top 40 music, quickie quizzes and other special contest features. He came to WNDR from WPTR in Albany.
3			
4			
5	COUNT de CREEP	Contemp.	A comedy "Bela Lugosi" type, the Count uses dozens of inserts & voices for sparkle
6	JIM O'BRIEN	Contemp	The voice of the teens, Jimmy speaks the language of the high school senior and college sets. Plenty of campus information, dedications, birthday salutes and the latest in pop music.
7			
8			
9			
10			
11			
M	NORM DAVIS (to 5am)	Contemp.	Softer sound, time, temp., frequent news bulletins.
OVERALL TYPE		Contemporary	

News on the hour and half-hour. Sports at 7:30am-6:30pm. WNDR is the only major station in Syracuse which editorializes on a regular basis. WNDR's five-man news staff is headed by Glenn Williams, a 25 yr. vet in this market, past president of the Syracuse Press Club and an acknowledged authority on local politics. Dick Mastrianno, Don Bombard and James Bourjois are the remainder of the news staff, as well as Frank Small, formerly of Time-Life, who supervises the editorial policy of the station.

AM	PROGRAM	TYPE	COMMENTS
5	LES HOWARD	C & W	All-night entertaining all request show. Farm reports in the early morning hours.
6	BIG JOHN SHOW	C & W	Big John's friendly, smiling approach plus frequent local news coverage throughout the morning attracts Central New York businessmen and housewives. Big John's daily dancing less helps send Dad off with a smile.
7			
8			
9			
10	DICK TACKER	C & W	Dick plays host to Central New York's housewives equality league and protective society, the "Broom-pushers Brigade", with the top modern country hits of today and yesterday. Dick's friendly, personal touch, plus his Kookie Kitchen recipes keeps the housewives interested and makes them daily prize-winners.
11			
N			
1			
2			
3	JIM SIMS	C & W	A tight, up tempo approach to modern country listening with frequent weather, traffic reports and local news capsules helps keep the going home gang informed and entertained. For those waiting at home there's telephone totals and many other features to make the wait a little bit shorter.
4			
5			
6			
7	DON BOMBARD	C & W	Don's show is the only all request show in Central New York spread thickly with the great Hall of Fame hits of yesterday. His live line helps him keep in touch with his audience as he talks with them on the air nightly.
8			
9			
10			
11			
M	LES HOWARD	C & W	The only all night, all request show in Central N.Y. Visiting C&W stars.
OVERALL TYPE		Modern Country & Western	

With local news and Mutual news at :55, and local headlines at :20, WOLF combines the warmth and sincerity of music with the fun and excitement of a swinging contemporary presentation 24 hours a day.



ABC Information Network -484-  
1540 kc  
1,000 w day

E. Syracuse, N.Y.  
(Syracuse, N. Y.)

**WPAW**

Indep.  
1050 kc  
250 w

Baldwinsville, N.Y.  
(Syracuse)

**WSEN**

National Time Sales

Jack Masla Co.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	JOHN BRADLEY	C & W	John Bradley is one of those knowledgeable country music specialists, who provides an ideal blend of the traditional and modern sound of country music. An easy going show, but John quickly has his listeners aware of the inside news of the day's most popular disc stars.
7			
8			
9			
10			
11	JULIE KING	C & W	Julie conducts a formatted country music show, built around the half a hundred tunes acclaimed as the current best. He also brings back the best of many years ago and other recently popular tunes. Julie is busy coining new phrases and intros to set himself apart with a distinctive style.
N			
1			
2			
3			
4	DAVE MILLER	C & W	If there's a truly modern country sound, Dave has it spotted. A member of the young and swinging set, Dave is ideal for the quickening tempo of music (and audience).
5			
6			
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	FRED LEWIS	C & W	Singer, performer, recording artist, as well as air personality makes frequent area personal appearances. Vet C&W airman in Central N.Y. News, weather, farm and sports vignettes. Farm news roundup at 6:30am.
6			
7			
8	JERRY ADAMS	C & W	A bright and bouncy format from the WSEN "Front Forty" mixed with hummable hits of the past. News, weather and feminine features are added, plus area's only "Nashville Newsbeat" coverage.
9			
10			
11			
N	FRED LEWIS	C & W	Fred returns for a bright mid-day visit, including news, farm market report and weather features.
1			
2	JOHNNY VANN	C & W	Afternoon drive-time show includes news, sports, weather and traffic features, comedy vignettes. Johnny's breezy style adds sparkle to the "going home" blues.
3			
4			
5			
6	ARNIE PUGH	C & W	Arnie throws open the phone lines for all-request show from Greater Syracuse's largest C&W library.
7			
8			Sunrise to local sunset
9			
10			
11			
M			

OVERALL TYPE Country and Western

OVERALL TYPE Country & Western

5 min. news on the hour; 10 min. news at noon. Also three 5-min. statewide-weather summaries daily. Sports at 10 min. at 8:20 AM and 15 min. at 5:45 PM with Red Parton, one of the best known in the East. WPAW offers extensive in-season play-by-play sports, including NY Mets baseball, NY Giants football & college football. Also a weekly jazz program Sat. 4:05 PM, oldest continuous such program in state.

5 min. news on the hour. 10 min. at 8am, Noon and 6pm. WSEN News Dept. (5 members) covers local, regional and national newsbeats. Sports - developments reviewed at 7:30 and 8:30am. Afternoon sports 4:30 and 5:30pm. Baseball and football scoreboards at :30. "The Sound of the Country" is produced by the pioneer full-time country music format in the Northeast. Changing with the times and with the time of day, WSEN and WSEN-FM, known to area fans as "Two-Gun Country", are programmed by men who know and love C&W music. WSEN also carries more than 20 NASCAR nationally-prominent auto races each season

NBC Affil.  
570 kc  
5,000 w

-485-

Syracuse, N. Y.

# WSYR

Henry I. Christal      Newhouse Bdcstg.      NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	DEACON DOUBLEDAY	Talk Serv.	Descon is the Syracuse market's only radio farm dir. A quipster & story teller, he commands a great segment of industrial workers who go to work between 6-7 a.m.
6			
7	TIMEKEEPER	Stand. Pop.	"Music Man" Murphy features bright, cheery music, weather and time. School closings in Winter. Show on since 1936.
8	Ed Murphy		
9			
	WSYR GANG	Variety	Hi-Jinks, music & fun. Singers Fred Krick & Gayle Huber. Ottoway-17 yr. vet.
10	Floyd Ottoway		
	WOMAN'S WORLD	Talk	Kay Russell - Daily celebs.
11			
	ALAN MILAIR SHOW	Stand. Pop.	
N			
	DEACON DOUBLEDAY	Talk	"The Deacon comes Down City"
	ED MURPHY SHOW	Stand. Pop.	Relaxing music at lunchtime.
1	BEST OF THE 78'S	Stand.	The best of the "old" 78's by the big bands of the 30's and 40's.
	Charles Hobart		
2	FLOYD OTTOWAY SHOW	Stand. Pop.	
3	JOHN GRAY SHOW	Stand. Pop.	Music fast - music smooth - music from Broadway and the movies - temperature and weather.
4			
5			
6	NEWS-SPORTS	Talk	Fred Hillegas - J. Marciniak
7	DINNER AT CLUB 570	Stand. Pop.	Music for the dinner hour in a simulated night club atmosphere.
	Ed Murphy		
8	WSYR CONCERT HALL	Class.	9:30 p.m. Mon.-Best From Interlochen. 9-10 p.m. Wed. Toscanini - The Man Behind the Legend. Monthly schedules go to listeners
9	Alan Milair		
10	BROADWAY AT NIGHT	Show & Movie	
	Ed Murphy		
11	ALAN MILAIR LATE SHOW	Stand. Pop.	
M			

**OVERALL TYPE**

Standards Populer & Talk

Local News - 7 a.m., 7:50 a.m., 8:55, 9:55 a.m., 12:05pm  
5 p.m., 5:05 p.m., 11:00 p.m. 12 Midnight.  
NBC News on the hour from 9:00 a.m. to 4:00 p.m., 7pm,  
11 p.m. NBC Emphasis. 5:55 p.m. Business Today, 6:20  
Chet Huntley News - David Brinkley 7:40 p.m., 7:45 p.m.  
Morgsn Besty Reports, 11:15 p.m. The Scoreboard.

# TACOMA

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KMO	6	8. 6-10a	7. 10-3p <sup>50%</sup>	8. 3-7p	6. 6a-12m <sup>ROS</sup>	2.50 12-6a	-\$1	60%		
	12	7.	6. 50%	7.	5.	2.				
	18	6.	5. Drive	6.	4.					
	24	5.	4.	5.	3.50					
	36	4.	3.	4.	2.75					
KTAC	10	7.50 6-9:15a	6.50 9:15-4p	7.50 4-7p	6.50 Other		-\$1	50%		
	15	7.25	6.25	7.25	6.25					
	20	7.	6.	7.	6.					
	25	6.75	5.75	6.75	5.75					
	30	6.50	5.50	6.50	5.50					
	40	6.25	5.25	6.25	5.25					
KTNT *	26	6.30 6-9a	4.70 9-4p	6.30 4-7p	4.70 7-9p		See Card			
	Freq. 52	5.95	4.40	5.95	4.40					
	Rates 104	5.65	4.15	5.65	4.15					
	156	5.30	3.95	5.30	3.95					
	312	4.90	3.80	4.90	3.80					
	624	4.65	3.50	4.65	3.50					

For just **\*\$45** you can have your own copy of the **1968 RADIO PROGRAMMING PROFILE . . .** including full-year updating service. \*(ADDITIONAL COPY PRICE)

BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1360 kc  
5,000 w

Tacoma, Wash.  
**KMO**

Indep.  
850 kc  
1,000 w

-487-

Tacoma, Wash.  
**KTAC**

Gill-Perna

John Butler

NAB

AM	PROGRAM	TYPE	COMMENTS
5	BOB CONE SHOW (from lam)	C & W	Bright, happy sound - time, temp., weather, news.
6	CHARLIE BURD SHOW	C & W	The early "Burd" with bright happy music, news, weather, time & temperature.
7	NEWS BLOCK	Talk News	Sportscope-News-Stock Mkt.-weather-Good News.
8	BREAKFAST WITH MURPHY	Talk	More than 19 yrs. in area
	CHARLIE BURD	C & W	Music, shopping hints, news, etc
9	HAVEN OF REST	Relig.	
10	CHARLIE BURD SHOW	C & W	News, time, lunch menus, music.
11	BOB CORCORAN SHOW	Talk	Public participation-discussing current issues.
N	NEWS BLOCK	Talk News	KMO News-Local-National-editorial-Life Line.
1	CHARLIE BURD	C & W	Up-tempo music, news, etc.
2	BILL GRAHAM SHOW	C & W	"Moving" Happy & entertaining, with the usual time-weather - news - plus Graham's gabbing and traffic reports, etc.
3			
4			
5			
6	NEWS BLOCK	Talk-News	Local-Nat'l news-editorial-& Good News.
7	ED DOLLAR SHOW	C & W	A relaxing, interesting personality that entertains and informs.
8			
9	WORLD TOMORROW	Talk-Relig.	Religious block
10	ED DOLLAR SHOW	C & W	A relaxing, interesting personality that entertains and informs.
11			
M			
OVERALL TYPE		C & W - Talk	

AM	PROGRAM	TYPE	COMMENTS
5			
6	WAKE UP TO MUSIC	Pop. Stand.	Bright, lively sounds in music for the big group of early risers who work at the many industrial plants. 7:30-45, News & Views of Murray Morgan; 7:45-8 Stock Market, Weather, Sports, All News.
7			
8	INVITATION TO MUSIC	Pop. Stand.	Bright, lively sounds in music continue...9-9:15 Tacoma Mall News. News on the hour.
9			
10			
11			
N	CAROUSEL IN MUSIC	Pop. Stand.	Noon Review - 12-12:15 News and weather. Music as bright as a merry-go-round. A wonderful accompaniment for anyone and everything.
1			
2			
3	MUSIC IN MOTION	Pop. Stand.	On the freeway or at home.. KTAC's Music in Motion brightens any activity. News Headlines on the hr. Saigon Report direct from Viet Nam 5:05pm. News and Stock Market 5:30-45. Sports 6:00. Armed Forces Review 6:05.
4			
5			
6			
7	SERENADE TO MIDNIGHT	Pop. Stand.	Always dependable for the fresh modern sounds - interspersed with important news, timely information, and listenable sales messages. News is heard hourly on the hour, many times from the source of the news on UPI Audio. Every Saturday, it's Univ. of Puget Sound football. All games at home and away, followed by a review of the game with UPS head coach Bob Ryan.
8			
9			
10			
11			
M			
OVERALL TYPE		Popular-standard	

1-6am - Bob Cone Show - C&W with chatter and platter plus farm reports.

KTAC is the only Tacoma station with UPI Audio bringing direct reports from around the world. KTAC is the official station for the new 30 million dollar Tacoma Mall, with 76 stores all under cover. KTAC's music policy has set a new listening habit in the big Tacoma market. KTAC programs the bright, modern sounds in music. Today's music today. The Tijuana Brass, Harper's Bizarre, Frank Sinatra, Anita Kerr Singers, all & many more.

MBS Affil.  
1400 Kc  
1,000 w

-488-

Tacoma, Wash.

**KTNT**

Edward Petry

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
	FARM SHOW	Serv.	Lcl-regional-nat'l farm news
6	AL CUMMINGS SHOW	Pop. Stand.	Wake-up show of up-beat cheerful music. 15 min TNT City Desk News at 7, 7:45 and 8:30am. Opening Wall Street Report at 9:35-9:40. Household show 9:45-10 (Thurs. only). Weather at 7:15 and 8:15 for 5 min. Waywords at 6:50-6:55.
7			
8			
9			
10	PERSONAL CHOICE Dick Weeks	Talk-Tel. Part.	
11			17 yr. old show features 3,000 card carrying members who take tours, have lunch & dinner and use party line approach on varied subjects. Host is a very busy emcee.
N	DICK THOMPSON	Pop. Stand.	Smooth combination of pop-standard music directed toward housewife. Interesting comments, tips for housewife and features throughout the show. TNT City Desk News 12-12:15. Weather, Ft. Lewis News, McChord Air Force Base Report 12:15-12:30. 12:35 City Report (M.W.F. only) 1:35-1:40 Closing Wall St.
1			
2			
3			
4	BRUCE VANDERHOOF SHOW	Pop. Stand.	Bill Stern Sports; TNT City Desk News; Local Stock Mkt. and Business News; Tacoma Cubs Game Report; Westport Report; Weather.
5			
6	NEWS & SPORTS	Talk	TNT City Desk News; Van Patrick Spts; Bandstand; etc.
	WORLD TODAY	News	MBS Analysis of days news.
7	BASEBALL BANDSTAND	Talk Sports Pop. Stand.	Dope From The Dugout Tacoma Cubs Baseball Scoreboard, After Game.
8			
9			
10			
11			
M	ALL THAT JAZZ	Jazz	8 yr. jazz feature draws mail from Canada to Oregon. Music & interviews on jazz.
OVERALL TYPE		Popular-standard	

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

Local news 5 min. on hr.; MBS news on the half-hr. News Dir. Gene Lewis or Operations Mgr. Glenn Brooke supervise on-the-spot special event coverage, and documentaries. Strong emphasis on local news. Features High School football on Fri. nights. Programming plays non-rock popular hits and standards presented in an up-tempo way with strong local news and community events coverage. Tacoma Cubs baseball in season. "Crazy Cowboy"- Sat. only 6-7am



# -489- TAMPA - ST PETERSBURG

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WALT	6	13. 6-10a	11. 10-3p	13. 3-7p			75%	50%		
	12	12.	10.	12.						
	18	11.	9.	11.						
	24	10.	8.	10.						
WAZE * Freq. Rates	13	5.75 All periods					5.25	3.50		
	26	5.25					4.75	3.25		
	52	5.					4.50	3.		
	104	4.75					4.25			
	156	4.50					4.			
	260	4.25					3.75			
	520	4.					3.50			
	1000	3.75					3.25			
WDAE	6	20. 6-10a	18. 10-3p	20. 3-7p	16. 7-12m		80%	50%	4%	8%
	12	19.	17.	19.	15.					
	18	18.	16.	18.	14.					
	24	17.	15.	17.	13.					
WFLA	6	23. 6-10a	19. 10-3p	23. 3-7p	14. 7-10p	10. 10-6a	75%	50%	4%	8%
	12	21.	16.	21.	10.	7.				
	18	20.	15.	20.	9.	6.				
	24	19.	14.	19.	8.	5.				
	30	18.	13.	18.	7.	4.				
	36	17.	12.	17.	6.	3.				
WJHQ	5	15. 6-10a	12. 10-3p	15. 3-7p			80%	50%	7 1/2%	10%
	10	14.	11.	14.						
	15	13.	10.	13.						
	20	12.	9.	12.						
	30	11.	8.	11.						
	50	10.	7.	10.						
WLOY	6	27. 5:30-10	22. 10-3p	27. 3-7p	22. 7-12m	17. 12-5:30	80%	60%		10%
	12	25.	20.	25.	20.	16.				
	18	23.	18.	23.	18.	14.				
	24	21.	17.	21.	17.	13.				
WSUN * Freq. Rates	50	24. 6-10a	22. 10-3p	24. 3-7p		7-12m				
	100	23.	21.	23.	12x 10.					
	250	22.	20.	22.	24x 9.					
	500	21.	19.	21.	36x 8.					
WTMP	12	10. 6-9a	8. 9-3:30p	10. 3:30-9:50 Off			80%	50%	See Card	
	18	9.50	7.50	9.50						
	24	9.	7.	9.						
	30	8.50	6.50	8.50						
WTOU	10	16. 6-10a	13. 10-3p	16. 3-7p			80%	50%	4%	8%
	20	14.	11.	14.						
	26	12.	9.	12.						

MBS Affil.  
1110 kc  
10,000 w

-490-

Tampa, Fla.  
**WALT**

Indep.  
860 kc  
500 w

Clearwater, Florida  
(Tampa)

**WAZE**

Nichter

NAB

Vic Plano

NAB RAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5	JACK PHILLIPS SHOW	Pop. Contemp.	Swinging morning show with great appeal to adults and teens as well. Ten year veteran of the deejays wars in Florida, Jack is WALT's BIGGEST deejay, tipping the scales at over 250 pounds!::	5	WONDERFUL WORLD OF MUSIC	Pop.-Stand.	Tony Tallman 6:30-10am Fred Sanders 10-11am. Chuck Adams from 11:00 to 12:00 noon. Fred Sanders from 12:00 noon to 2pm. John Brautigam from 2:00 to 7:00 pm.
6							
7							
8							
9							
10							
11							
N							
1							
2							
3	SCOTT OWENS SHOW	Pop. Contemp.	Young and enthusiastic, Scott does a great selling job for advertisers and a great job of putting together a great show.	3	WONDERFUL WORLD OF MUSIC	Pop.-Stand.	Music is designed for sophisticated adults. Popular and standard tunes in modern arrangement - talk reduced to a minimum. Capsule comments of informative news. Adult announcers openly partial to grown-ups in their music selection and other programming - leaning heavily to the great show tunes and popular standards of today and yesterday.
4							
5							
6							
7							
8							
9							
10							
11							
M							
3	DAYLON RUSHING SHOW	Pop. Contemp.	Rushing (age 19 yrs.) is the most popular deejay with Tampa's teen set, bar none. He hosts the Beach Party, plus doing MC chores at most big dances that come to Tampa. Also WALT's Music Director	3	WONDERFUL WORLD OF MUSIC	Pop.-Stand.	Sunrise to local sunset.
4							
5							
6							
7							
8							
9							
10							
11							
M							

OVERALL TYPE Popular contemporary

OVERALL TYPE Popular-Standard

Mutual News half past every hour. Local and State News 2 mins. before each Mutual Newscast. Traffic reports weekends. Beach Party remote Sat. Editorials every Monday. Traffic reports every morning from Helicopter.

5 min. news at :25  
Headlines at :58  
Stock market reports - from Reynolds at 10:30 am, noon and 4 pm.  
Tampa Bay's Wonderful World of Music.

Indep.  
1250 kc  
5,000 w

Tampa, Fla.  
**WDAE**

.NBC Affil.  
970 kc  
5,000 w

-491-

Tampa, Fla.  
**WFLA**

Robert Eastman Rounsaville Station

Blair

NAB

AM	PROGRAM	TYPE	COMMENTS
5	SOUND OF MUSIC Doug Wade (from midnight)	Pop. Stand.	WDAE has the largest full-time News Staff in the Bay Area. 48 locally originated newscasts daily. Regularly scheduled newscasts are broadcast twice-hourly. These are prepared reports. WDAE does not contrive headlines...but does interrupt for news that shouldn't wait for regular reports.  News and weather on the hour. Headlines and sports on the half-hour. Marine weather at :15 Local weather at :45
6	SOUND OF MUSIC	Pop.- Stand.	
7	Jim Boynton		
8			
9			
10	SOUND OF MUSIC	Pop.- Stand.	
11	Tommy Hay		
N			
1	SOUND OF MUSIC	Pop.- Stand.	
2	Jerry Peterson		
3			
4	SOUND OF MUSIC	Pop.- Stand.	
5	Ed Ripley		
6	SOUND OF MUSIC	Pop.- Stand.	
7	Peter Thacher		
8			
9			
10			
11			
M	SOUND OF MUSIC Doug Wade (till 6am)	Pop.- Stand.	

AM	PROGRAM	TYPE	COMMENTS
5	DIAL 97 for MUSIC TIL DAWN	Pop. Contemp.	
6	DIAL 97 W/ SCOTT FARRELL	Pop. Contemp.	Teacher of speech, drama and English before entering radio 16 years ago, Scott knows when "3 words" replace a "paragraph" and keeps the morning hours "music filled".
7			
8			
9			
10	DIAL 97 W/ PAUL HAYES	Pop. Contemp.	Half of Hayes' 24 broadcasting years have kept him on top of "Bay Area" radio because of his ability to change with the "trends". Paul's voice and delivery make him a "housewife" natural.
11			
N			
1			
2	DIAL 97 W/ ROD WELLER	Pop. Contemp.	Rod received his B.A. in speech and then his masters' and turned to radio. This forward looking young man (28) is from the "informed generation" and does not have to rely on "DJ cliches" to sell himself (and the station) to the afternoon drive-audience.
3			
4			
5			
6	DIAL 97 W/ PAUL DIXON	Pop. Contemp.	A broadcasting major at the University of South Florida, Dixon is night host on W*FLA. His relaxed style is in sharp contrast to that of his "frantic-friendly competitors"
7			
8			
9			
10			
11			
M	DIAL 97 FOR MUSIC TIL DAWN	Pop. Contemp.	(to 6am)

OVERALL TYPE Popular-standard

OVERALL TYPE Popular-contemporary

NBC News on the hr. followed by W\*FLA News on the half-hr. gathered and reported by 4 full time newsmen (largest radio news staff within 75 miles) with a full time news desk in St. Petersburg. NBC Monitor on weekends. Univ. of Fla (Gator) football, Miami Dolphin football, Univ. of Tampa football, H.S. basketball, "Gator" basketball, White Sox baseball (night games), All star baseball world series. Indy 500, Daytona 500, Firecracker 400, Southern 500. W\*FLA radio is contemporary upbeat middle-of-the-road - tightly formatted with positive management control. We are an aggressive operation geared for financial success and community acceptance.

CBS Affil.  
1010 kc  
50,000 w

-492-

Tampa, Fla.  
**WINQ**

Indep.  
1380 kc  
5,000 w

Tampa-St. Petersburg, Fla.  
**WLCY**

John C. Butler

Rand Station

H-R

Rahall Group

HAB

AM	PROGRAM	TYPE	COMMENTS
5	HAL MURRAY	Talk	With more than 20 years experience under his belt, Hal brings fresh, funny patter to morning listeners. Joe Pyne provides controversy each morning at 7:35. At 9:15 a.m., the audience is invited to participate in Tradic with Hal as the host trader. Mornings are interesting, informative and a lot of fun with Hal Murray.
6			
7			
8			
9			
10	ARTHUR GODFREY	Variety	
11	MURRAY-GO-ROUND Hal Murray	Talk	Hal invites his audience to take a trip on the Murray-Go-Round.
N	BOB LYONS	Talk	Bob starts at mid-day and conducts the "Bird Watching Society" at 12:35 PM and at 1:15 PM WINQ's fun game of the air, "Win With WINQ". At 3:15 he invites the audience to participate on "Vox Pop" during which they voice their ideas on subjects of the day.
1			
2			
3			
4	DAVE UPSON	Talk	A veteran broadcaster, Dave has as his first feature WINQ's newest quiz program, "Clues In The News" at 4:15 PM. Dimension, CBS local news follows and Dave is back at 5:10 to host the afternoon session of tradic. Rounding out the show is Lowell Thomas-News & Phil Rizzuto's Sports, etc.
5			
6			
7			
8			(Sunrise to Local Sunset)
9			
10			
11			
M			

OVERALL TYPE Talk - Interview - Discussion

CBS news every hour on the hour.  
WINQ news every hour at :55. Ten-minute local news-casts at 7:00 AM and 8:10 AM.  
Weather for the Bay Area follows each newscast at :58.  
Sports every hour at :10 for 5-minutes.  
CBS Sports at 7:15PM and 7:55 PM.  
News from around the city, state, nation and the world through the facilities of WINQ and CBS Radio..up to the minute weather reporting..delivered to all of Central Florida with 50,000 watts.

AM	PROGRAM	TYPE	COMMENTS
5	LOLITA SHOW	Cont-Pop	
6	"STANLEY" SHOW Jim Stanley	Contemp. Pop.	Stanley has been a top rated personality in some of the nation's leading markets. He draws constant active listener participation. Show is richly informative and includes news, weather, sports, traffic conditions and time checks. Jack is a favorite among all age brackets. Two newscasts each hour.
7			
8			
9			
10	MARK WHEELER SHOW	Contemp. Pop.	Mark's family helps out with the show. His four children record endless humorous "wild tracks" and sayings that spice up the daily Wheeler segment. Mark talks to the WLCY housewife in her language, not the slick hip patter of many disc jockies.
11			
N	JACK RABBIT SHOW	Contemp. Pop.	The deep-voiced housewife pleaser.
1			
2			
3			
4	ROY NILSON SHOW	Contemp. Pop.	Show appeals equally to the motorist, housewife and younger set. Features air traffic reports, sports, news and "Funtest" games - comedy skits.
5			
6	JOHNNY REBEL SHOW	Contemp. Pop.	Instant requests, dedications.
7			
8			
9			
10			
11	OPEN MIKE Bob Ruark	Talk-Tel. Part.	Open Mike is WLCY's exclusive Public Forum program, where listeners present their problems, solutions & views by tel. interview.
M	LOLITA SHOW	Contemp. Pop.	(till 5:30 am)

OVERALL TYPE Contemp.-Pop.

News at :30 - sports reports - Airborne Traffic reports. Format is Contemporary, but adult composition figures show the depth of the station's service.

ABC Affil.  
620 kc  
5,000 w

St. Petersburg, Fls.

**WSUN**

Indep.  
1150 kc  
5,000 w

-495-

Tampa, Florida

**WTMP**

Katz NAB

Dore and Allen Speidel Station NAB

AM	PROGRAM	TYPE	COMMENTS
5	HAROLD HATFIELD (from midnight)	Pop.- Stand.	
6	JOE ROBERTS	Pop.- Stand.	5:55am Sun Farmer & Rancher Tuea.-Sst.
7			Stock Market Reports 12:20pm, 5:05
8			Paul Harvey News at 8:30am, 12:30pm.
9			Alex Dreier News & Commentary at 6:20pm.
10			A Line On Sports 8:25am Tom Harmon Sports 6:10pm Human Side of Sports 6:40pm
11	TONY BELL	Pop.- Stand.	World News Roundup 11pm
N			
1			
2			An excellent sounding, fairly conservstive, middle-of-the-road station. WSUN is strictly an adult format featuring such performers as Frank Sinatra Ray Coniff, etc.
3	DAVE PORTER	Pop.- Stand.	
4			
5			News every hour on the hour and network world news on the half-hour.
6	RICHARD DALE	Pop.- Stand.	Essa Boating forecast at :35 following the news.
7			
8			
9			
10			
11			
M	MIDNIGHT SUN Hatfield (6 am) to	Pop. Stand.	

OVERALL TYPE Populr-astandard

AM	PROGRAM	TYPE	COMMENTS
5			
6	EARLY TRAIN	R & B	Gil Lamar - smooth, bright and lively, his sprkling wit and rocking music get Bay sres listeners going in a happy mood.
7	Gil Lamar		
8			
9	PEACE IN THE VALLEY Goldie Thompson	Gospel	Goldie Thompson, 18 year vet, is the South's foremost gospel personslity, brings spiritual music to his vsst audience.
10	TRACY'S HOUSE PARTY	Talk Serv.	
11	THE "GO" SHOW George "C"	R & B	Smiling, sffsble George "C" picks up the tempo & goes with it, to the delight of Bay sres housewives.
1	OLD SHIP OF ZION	Gospel	Goldie Thompson returns as skipper of this well-loved spiritual & gospel musaic program.
2	Goldie Thompson		
3	BOOKER "T" SHOW	R & B	BOOKER "T" young, swinging Tiger & enthusisatic salea- man, rocks the Florids West Coast with R & B & the latast Tiger hit songs.
4			
5			
6			6:00 a.m. to local sunset.
7			
8			
9			
10			
11			
M			

OVERALL TYPE Rhythm & Blues & Gospel

News at :55. Community Profile: 5 minutes of community  
news on Mondsy, Tuesdsy, Wedneadsy at 7:30 s.m., 8:30s.m  
11:30 a.m., 3:30 p.m.



MBS Affil.  
1550 kc  
10,000 w

-494-

Tampa, Florida

# WYOU

Alan Torbet Assocs.

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	JIMMY WILLIAMS SHOW	C & W	Jimmy is now in his 19th yr of broadcasting. He is a musician, formerly on the MGM label. His early morning show is bright and unique, flavored with fine C&W music and Jimmy's good companionship.
8			
9			
10	BILL FLOYD SHOW	C & W	Bill hosts 2 show daily on YOU, records on TOPIC and has earned himself a name as a composer as well. One of the top personalities in the Southeast.
11			
N	ED BROWN SHOW	C & W	Another top-gun, Ed keeps the midday audience entertained and enlightened. Another musician in the YOU corral, Ed knows C&W music.
1			
2	BILL FLOYD SHOW	C & W	Bill does his daily matinee continuing with the pace and style of this Top 50 C&W Suncoast favorite, YOU.
3			
4	ED BROWN SHOW	C & W	More of the fine style of Ed Brown up to the sunset hour.
5			
6			
7			Sunrise to local sunset
8			
9			
10			
11			
M			

OVERALL TYPE Country & Western

5 minutes news on the hour and half-hour. Mutual Network

**GOT AN IDEA FOR US**

**THAT CAN MAKE**

**PLANNING AND BUYING**

**EASIER FOR YOU?**

**TELL US ABOUT IT.**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# TOLEDO

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WCWA	6	14. 6-9a	10.50 9-3p	14. 3-7p	8.50 7-----6a		80%	60%		
	12	13.	10.	13.	8.25					
	18	12.	9.50	12.	8.					
	24	11.	9.	11.	7.75					
WVGS	10	11. All periods					80%	60%		
	20	9.50								
	30	8.50								
	50	8.								
WOBO	6	28. 6-10a	21. 10-3p	28. 3-7p	21. 7-10p	18. 10-6a	80%	60%		
	12	26.	20.	26.	20.	16.				
	18	25.	19.	25.	19.	15.				
WSPD	10	35. 6-9:30a	21. 9:30-4p	25. 4-7p	14. 7-12m		See Card	50%		
	15	32.	20.	23.	13. 5-6a					
	20	29.	18.	21.	12.					
	25	27.	17.	20.	11.					
WTOG	5	14. 6-9a	12. 9-3p	14. 3-6p			80%	60%		
	10	13.	11.	13.						
	15	12.	10.	12.						
	20	11.	9.	11.						
	25	10.	8.	10.						
	35	9.	7.	9.						
50	8.	6.	8.							
WTTD	1	15. 6-10a	12. 10-4p	15. 4-7p	8. Other		80%	60%		
	52	13.	11.	13.	7.					
	260	12.	10.	12.	6.					

MBS Affil.  
1230 kc  
1,000 w day  
250 w night

-496-

Toledo, Ohio  
**WCWA**

Indep.  
730 kc  
1,000 w

Bowling Green, Ohio  
(Toledo)  
**WMGS**

Katz				NAB	Vic Piano				NAB
AM	PROGRAM	TYPE	COMMENTS		AM	PROGRAM	TYPE	COMMENTS	
5	SOUND OF ENTERTAINMENT	Stand. Pop.			5	JOHNNY DAURO SHOW	C & W	Program begins at sign-on Features modern up-tempo C & W music. 5 min. local & state news - road report 8:55	
6	CHARLIE FREDRICKS SHOW	Stand. Pop.	News at :30 and :55 every hour Sports: 7:25 and 8:30		6				
7					7				
8					8				
9					9	RELIGIOUS BLOCK	Talk-Music	Taped religious programs. Church news at 10:30 for 5 min. Recorded Gospel singing from 10:35 to 11:00 (local)	
10	BILL BROWN SHOW	Stand. Pop.	News at :30 and :55 every hour.		10				
11					11				
N					N				
1					1	ROD DOUGLAS SHOW	C & W	Good mixture of modern C & W music. Social Security answers - 5 min. at 1:30. Local news at 2:00	
2					2				
3	RICHARD CEE SHOW	Stand. Pop.	News at :30 and :55 every hour.		3	STEVE STEVENS SHOW	C & W	Good mix of modern C & W music. Up-tempo after 4 PM. Sports, 5 min. at 3:30. Employment news (remote from O.S.E.S. Toledo) 5 min. at 4:30. Road report in winter from Toledo Auto club at 4:35.	
4					4				
5					5				
6	BILL NORDSTROM SHOW	Stand. Pop. Talk-News Sports	Local news; Frank Gilhooley Sports; Theater Page; Cars & Comments; Van Patrick Sports; Bill Stern Sports; Fulton Lewis  News at :30 and :55 every hour.		6			Local sunrise to local sunset.	
7					7				
8					8				
9					9				
10					10				
11					11				
M					M				
OVERALL TYPE				Standard - Popular	OVERALL TYPE				Country & Western
Traffic center 1230 traffic reports morning and afternoon. Sports show and reports throughout the day. Local and MBS news at :30 and :55 after the hour. Total of 75 sports shows weekly including local and MBS WCWA is completely adult-oriented. Emphasis is on news, sports and popular and standard music (no rock and roll). Leading sports station. Play-by-play of: Toledo Mud-Hens baseball; High School and Toledo Univ. basketball; H.S. & Ohio St. & Toledo U. Football; Detroit Pistons Basketball, Detroit Red Wings Hockey.					News headlines on the hour. Weather 5 min. news and weather and community news on the half-hour. Modern Country music for Toledo & Tri-State area. Little to no bluegrass music. Golden oldie at least every half-hour. Mostly adult but growing, large teen audience.				

Indep.  
1470 kc  
1,000 w

Toledo, Ohio  
**WOHO**

NBC Affil.  
1370 kc  
5,000 w

-497-

Toledo, Ohio  
**WSPD**

Robert Eastman

RAB

Major Market Radio

Storer Bdcstg.

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	JOHN DARK	Pop. Contemp	WOHO is a Contemporary Music Station with an expanded play list prepared from listener requests, retail record sales and national trade reports.  News on the hour using a full 10 minutes newscast at 6, 7 and 8 am. Sports at 20 minutes past the hour. Headlines at 30. Fulltime news announcers with a remote car for on-the-spot broadcast of news UPI wire.
6	SAM HOLMAN SHOW	Contemp	
7			
8			
9			
10	TOMMY VANCE SHOW	Contemp	
11			
N			
1			
2	TOM DEAN	Contemp	
3			
4			
5			
6	JUNGLE JIM SHOW	Contemp	
7			
8			
9	BOBBY B. RICH SHOW	Contemp	
10			
11			
M	JOHN DARK	Contemp	
OVERALL TYPE		Contemporary-Popular	

AM	PROGRAM	TYPE	COMMENTS
5	NIGHT SHIFT Tom Purney	Stand. Pop.	(from 11:30pm)
6	ALARM CLOCK Chuck Parmelee	Stand. Pop.	Chuck, Chief Announcer, 16 years with WSPD. He wakes a multitude of loyal listeners with topflight variety entertainment. A friendly, happy, fast-paced show whose ingredients of music, service announcements and news are carefully combined in a totally informal show. Jim Uebelhart News at 7, 8, and 9am.
7			
8			
9			
10	MUSIC FOR YOU Jerry Keil	Stand. Pop.	
11			
N	NEWS INTERVIEWS TELLO-TEST	Talk-Int.Disc. Tel.Part	
1	PARTYLINE Ron Tindall	Stand. Pop.	
2			
3	FOR WOMEN ONLY Art Barrie	Talk-Int.Disc.	
4	DRIVING HOME Ron Tindall Jay Trachman	Stand. Pop.	
5			
6	NEWS WHEEL	Talk-News	
7			
8	PEOPLES OPINIONS Art Barrie	Talk-Int.Disc. Tel.Part	
9	THE WORLD TOMORROW	Relig.	
10	PEOPLES OPINIONS Art Barrie	Talk-Int. Disc.	
11	NEWS & SPORTS	News	
M	NIGHT SHIFT Tom Purney	Stand. Pop.	
OVERALL TYPE		Standard-popular	

36 Newscasts daily, mostly on the hr., 5, 10, 15-min. segments. Headlines on the half-hr. Daily Sports at 6:50am 6:15 & 11:20pm. Toledo Univ. play-by-play football Cleve. Browns football. Tournament games and sports specials throughout the year...World Series, All Star Games, Toledo Blades Hockey, Toledo Univ. play-by-play basketball. WSPD's adult oriented, Metropolitan dominance is consistent. Toledo's most powerful full-time station. Three full-time News Editors, two news reporters, two mobile units. Jim Uebelhart-30 yr. vet. Edward Kutz-25yr.

MBS Affil.  
1560 kc  
5,000 w

-498-

Toledo, Ohio

**WTOD**

Amer. Entertainment & Information Nets  
1520 kc  
1,000 w

Toledo, Ohio

**WTTO**

Gill-Perna Booth Stations

McGavren-Guild-PGW

RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	BOB KELLY	Pop. Contemp.	Bob does a zany morning show, which we feel accounts for the larger than average mixed adult audience. The entire station is committed to a tight format, using humor and good, fast-paced, controversial news.
7			
8			
9			
10	JOHN GARRY	Talk-Pop. Contemp.	In a rather radical departure from the rock format, we have a half-hour talk segment with John and Bob Martz 10-10:30. Listener & sponsor reaction has been amazing. Following this, John continues with pop.-contemp. music and humor with satire. In the Toledo area for 9 yrs., he is a consistent rating-getter.
11			
N			
1			
2	LEE FOWLER	Pop. Contemp.	Lee is the afternoon drive man. Again, humor, tight list, and good production. Lee counts the day a failure if he can't get something started.
3			
4			
5			
6			Sunrise to local sunset
7			
8			
9			
10			
11			
M			

OVERALL TYPE Popular-contemporary

Mutual news at :40. Newsbeat, a capsule commentary at :20 This is not a headline feature, but rather a complete delineation on the big story of the hour. WTOD is a day-timer, competing against four full-time stations in Toledo, plus five Detroit stations. We feel we have a true approach to format radio, even though we sacrifice the pre-teen audience to a large extent. High priced, big market Jocks with something to say, separate us from the competition.

AM	PROGRAM	TYPE	COMMENTS
5			
6	GARY CALVERT	Pop. Stand.	Gary Calvert turns on his morning listeners with a bright happy approach. Timely topics, news, sports and traffic reports plus lively music keep his show moving. Calvert has experience in all facets of radio.
7			
8			
9			
10	DON McNEILL'S BREAKFAST CLUB	Talk-Pop. Stand.	ABC Entertainment Network
11	JIM LORD	Pop. Stand.	Jim Lord is interested in anything that happens anywhere and keeps the listener aware and entertained with witty comments on current events combined with bright and happy music programming.
N			
1			
2			
3	JOHNNY HALL	Pop. Stand.	Johnny Hall moves with the times and so does his program. Hall, wise for his young years, talks on a variety of subjects interspersed with the mature music of our times.
4			
5			
6			
7	MIKE EDWARDS	Pop. Stand.	Mike Edwards encourages audience reaction with his knowledge of his hometown. He knows everybody and is involved in many local activities. Edwards has many interests and shares them with his listeners. He especially has an appeal to the University crowd, of which he's a member and programs a good deal of his music directly to them.
8			
9			
10			
11			
M			

OVERALL TYPE Popular-standard

Local and regional news, 5 mins on the hour 6am-12 Mid  
Regional news from the American Entertainment Network, 5 mins on the half-hour from 7:30am-9:30pm.  
American Information Network News, 10 mins at 8am, 12 Noon, 6pm and 11 pm.



# TRENTON

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.	
WAAT	6	12.	All periods								
	12	10.50					70%	50%	10%	15%	
	18	9.									
	24	8.									
WBUD	5	9.60	6-10a	7.75	10-3p	9.60	3-7p	7.75	Other	80%	50%
	10	8.15		6.55		8.15		6.55			
	15	7.40		5.90		7.40		5.90			
	20	6.80		5.50		6.80		5.50			
	30	6.20		5.		6.20		5.			
WVNH	6	13.	6:30-9a	11.	9:30-4p	13.	4-7p	9.50	8-12m	80%	50%
	12	12.50		10.50	7-8p	12.50		9.			
	18	12.		10.		12.		8.50			
	24	11.		9.50		11.		8.			
WTTM	15	11.20	All periods								
	25	9.80					75%	50%			
	40	8.40									
	60	7.70									
	100	7.									

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1300 kc  
5,000 w

-500-

Trenton, N.J.

**WAAT**

NBC Affil  
1260 kc  
5,000 w day  
1,000 w night

Trenton, N.J.

**WBUD**

Mort Bassett

NAB

Meeker

HAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	BILL TODD	Contemp	Bill is our wake-up man. He combines music, sports and news quite well. His bright get up and go style has made him the early morning favorite in the Trenton area.
6			
7			
8			
9			
10	LEN MURRAY	Contemp	Len is operations & pgm. mgr. as well as the area's most listened to personality in mid-morning. Humor, lively pace, and knowledge of pop music field keep aud. pleasantly entertained. He has produced several records, albs
11			
N			
1	JIMMY PARSONS	Contemp	Known to most of his aud. as the "Cannonball", WAAT young vet tears his listeners up with the lively sound of more hot hit records and boss oldies. He does many personal appearances..record hops, shows, etc. His steady stream of mail comes from all our Radio 13 listener areas, and from all age brackets.
2			
3			
4			
5			
6	ANDY KONN	Contemp	Known to his audience as "King" Konn, Andy truly lives up to his name. His knowledge of the area youth, schools, sports teams and young adult functions make him our #1 mail puller as well as a favorite host among our vast young adult listeners
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Contemporary	

AM	PROGRAM	TYPE	COMMENTS
5			
6	JACK PONTO SHOW	Pop. Stand.	
7			
8			
9			
10	JOHNNY LANCER	Pop. Stand.	
11			
N			
1			
2			
3	PHIL ALLEN	Pop. Stand.	
4			
5			
6	NEWS BLOCK	Talk News	5:40 Business Review; 5:45 Weather; 6:00 NBC News; 6:05 Sports; 6:20 Chet Huntley
7	GEORGE BANNISTER SHOW	Pop. Stand.	
8			
9	JOE PYNE SHOW	Talk-Int. Disco.	
10	CONTROVERSY	Talk	
11			
M			
OVERALL TYPE		Popular-Standard	

WAAT is exclusively contemporary music -the only Trenton area radio station featuring this format. Karl Thomas is head of our two-man news department. In the June-July 1967 6am-6pm Pulse survey of the Trenton urbanized area, WAAT showed #1 in total listening audience both in and out of homes.

NBC News on the hour  
Local News at :05  
6:55 am Joe Garagiola  
NBC Emphasis  
4:30 pm David Brinkley  
11:45 pm Morgan Beatty

Indep.  
1350 kc  
5,000 w

Princeton, N. J.  
(Trenton)

**WHWH**

Indep.  
920 kc  
1,000 w

-501-

Trenton, N.J.

**WTTM**

Jack Masla

NAB

Adam Young

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	MORNING TEMPO Burt Goodman	Stand. Pop.	Good music, album high- lights, "Stop & Go" traffic reports, weather, time checks, sports capsules, community datebook, news every 1/2 hour. Personality D.J.
7			
8			
9			
10	MERRY GO ROUND Betty Gates	Stand.	Central Jersey's favorite woman's program. Music, news feature stories, interviews
11	ALBUM SHOWCASE Woody Powell	Stand.	New album releases, news
N	KALEIDOSCOPE Burt Goodman	Stand. Pop.	Good music, news, Earl Nightingale
1	MERRY GO ROUND	Stand.	Betty Gates. See 9:30 a.m.
2	AFTERNOON TEMPO Ed Klein	Stand. Pop.	Good music, community service featurette (Spot- light on Transportation, Speaking of Schools).  Same format as Morning Tempo including latest stock quotations direct from New York
3			
4			
5			
6	NEWS BLOCK	News	Financial news, sports, etc.
7	DINNER DATE Jim Scanlan	Stand.	Easy listening music.
8	NEWS	Talk	Public Affairs- Specials.
9	RENDEVOUS Jim Scanlan	Stand.	Original cast Broadway highlights, sports, weather, news.
10			
11			
M			
OVERALL TYPE		Stand.-Popular	

AM	PROGRAM	TYPE	COMMENTS
5			
6	TRENTON TIMEKEEPER Tom Trent	Pop.- Stand.	Wake-up show - News, weather, time; contests.
7			
8			
9			
10	SUR-PRIZE PARTY Stan Taylor	Talk- Contest Music	A complete audience involved show. Personable emcee.
11			
N	RADIO TRENTON Tom Trent	Pop. Stand.	Light and lively album music - the emphasis is pop.
1			
2	RADIO TRENTON Stan Taylor	Pop.- Stand.	Light & lively album music.
3	BUY, TRADE & SELL Stan Taylor	Talk- Stand.	Listeners call in to buy, trade and sell.
4	HEADING HOME SHOW Ted Thomas	Pop.- Stand.	Light and lively album music.
5			
6	SPORTS OPEN MIKE Bill Singer	Talk- Tel. Part.	With WTTM for 8 yrs., Bill recently received a Sports Illustrated Award. Guest personalities are questioned by listeners.
7			
8	BONNIE PRINCE CHARLIE	Pop.	Popular music of the day.
9	RON DIAMOND SHOW	Pop.	Popular music of the day.
10			
11			
M			
OVERALL TYPE		Popular-Standard	

6:25 pm. Wall Street Today direct from offices of  
local investment brokers.  
Expanded News - Sports - 10 min. reports 7:30am, 8:00am,  
12:30pm, 6:30pm, 11pm; 7-7:15 Commuters Extra  
Weather Central - 8 times daily direct Rutgers University  
Weather Wire  
Princeton Tigers Ivy League Football - Philadelphia  
Eagles NFL, Princeton Tigers Basketball-Originating sta-  
tion - Dave Moss play-by-play All Princeton games.  
Darlin' "500"; Daytona Races;  
Jake McCandless Sport Snows.

5 min. news every half-hour.  
Talk of Trenton - 8am, 12 noon, 6 pm.  
We play happy, light and lively album music with pop.  
45's interjected (no rock). Lots of audience involve-  
ment. We are a very community involved station.



MBS Affil.  
1490 kc  
250 w

Tucson, Ariz.  
**KCUB**

Indep.  
690 kc  
250 w

-503-

Tucson, Arizona

**KEVT**

Meeker

NAB

Savalli/Gates

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	SOUNDS IN THE NIGHT	Album	(from 12 Mid.) the smooth and easy sound that makes KCUB a welcome companion in the early morning hours.
6	JIM ARNOLD SHOW	Pop. Stand.	Formerly of Tucson's #1 top 40 format station, Jim joined KCUB in August, bringing a top rating with him. Jim's cheerful morning chatter gives this show a strong listener appeal.
9	KCUB SWAP SHOP	Tel-Part	Listeners call to sell, swap or purchase
10	TED MINNARD SHOW	Pop. Stand.	Ted's KCUB's Program Director, is a native Tucsonan and so is especially attuned to listeners moods and tastes in music. Ted's congeniality and warmth rate him as a favorite personality with Tucsonans.
	KCUB SWAP SHOP	Tel-Part	sell, swap or purchase
3	GEORGE SCOTT SHOW	Pop. Stand.	George's vibrant personality adds sparkle to the afternoon. As KCUB News Director, George keeps Tucsonans up to date with the latest happenings in Tucson and Arizona.
6	NEWS BLOCK	Talk	Local and regional news.
7	JACKIE BLAKE SHOW	Pop. Stand. Jazz	Jackie brings added interest to the evening hours as Tucson's only female disk jockey. Associated with KCUB and Tucson radio over the last five years, Jackie has the smooth delivery that brings her a strong listening audience.
M	SOUNDS IN THE NIGHT	Adults	(to 7AM)

AM	PROGRAM	TYPE	COMMENTS
5	TALK SHOW	Ethnic (Span.)	<p>More than 230,717 Spanish-speaking people are served in their native language by this 250-watt station, operating on 690 kc which has been serving the Tucson community for over 10 yrs. in all phases of public service activities and programs. It is an accepted fact that KEVT is the "VOICE" of this Spanish-speaking population</p> <p>KEVT programming is specially created and seasoned to the tastes and likes of the Mexican-American audiences. Featured are daily serialized dramas, dedication and request programs, musical shows, and personalities. The station has become an integral part of the growing Mexican-American community through active participation of management and employees in the civic affairs and functions of the Spanish-speaking people.</p>
9	GO GO A LA MEXICANA	Ethnic (Span.)	

OVERALL TYPE Popular-Standard

OVERALL TYPE Ethnic (Spanish)

News (local) on the hour  
News (MBS) on half-hour.  
Local news-not canned news. It features actualities that form the News in Tucson, coupled with an outstanding news team, consisting of News Director George Scott and an alert, up-to-the-minute staff. KCUB is second to none in radio local news in Tucson. Police monitors and KCUB's mobile news reports.



Indep.  
1330 kc  
500 w

-504-

Tucson, Ariz.

# KHYT

Lucas

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	JIM ARNOLD SHOW	Contemp.	Jim joined KHYT after a successful stay at Tucson's #1 Top 40 station. Bringing his top rating and bright morning smile and humor to KHYT, Jim has become a favorite of Tucson's modern adults.
7			
8			
9	DENNIS HALL SHOW	Contemp.	Dennis, the Program Director of KHYT, has a keen professional ear and a bright, happy personality to make him tops among Tucson home-makers. Dennis knows what makes excellent radio and proves it to thousands of Tucsonans.
10			
11			
N			
1	DICK SCOTT SHOW	Contemp.	The "Housewife's Honey", Dick has that sparkle of wit and humor to get everyone through the hot Arizona afternoons. A vet of several larger markets, Dick knows how to get and keep happy a large, loyal following.
2			
3			
4	JERRY JAY SHOW	Contemp.	Jerry has been in radio for over 20 years and is very adept in sensing his audience's taste. His bright wit and timely chatter makes him a favorite with the rush-home traffic.
5			
6			
7			5am to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		Contemporary	

K-HYT is a daytime station. However, KHYT has a loyal audience that is expanding everyday. Formerly a Country & Western station, the Big 133 has changed both call letters and formats. The Adult Contemporary format is a combination of the best is all types of music. The Adult Contemporary format is new to Tucson. The way in which the music, news, and public interest shows are presented is exciting and professional. This makes KHYT the unique and satisfying "Fresh Air" sound of the Southwest.

Indep.  
580 kc  
5,000 w day  
500 w night

Tucson, Arizona

# KIKX

Alan Torbet Assocs.

AM	PROGRAM	TYPE	COMMENTS
5	DEAN O'DAY SHOW (from Midnight)	Contemp. Pop.	Dean O'Day's sharp wit attracts Tucson's night people.
6	TED BEHR SHOW	Contemp. Pop.	Southern Arizona wakes up every morning to the bright, happy sounds of Ted Behr. His unique style has won him the reputation as the morning man in Tucson. Local and national news - Roger Galloway, Lon Ritzo and Jack Mitchell. More music, news, weather, and sports.
7			
8			
9	GARY PALANT SHOW	Contemp. Pop.	Gary, a real pro in the broadcasting business, knows how to get listeners from all age groups. The Palant Program also has a heavy following in the college crowd. Bright, happy, fast-moving. News with Jack Mitchell.
10			
11			
N	JACK MITCHELL SHOW	Contemp. Pop.	Sparkling personality and quick wit has won Tucson's lunchtime audience. As Program Dir. at KIKX, Jack has deep insight into what makes great radio. His experience in major market radio gives KIKX a sound unmatched in Tucson or Southern Arizona.
1			
2			
3	JEFFERSON K SHOW	Contemp. Pop.	Jeff K has become Tucson's most talked about and highly respected daytime disc jockey. His program, truly top-rated, big market sound, flows at a happy, fast pace. Much More Music, a dynamic personality, a super-quick wit. Roger Galloway and Casey Jones-Tucson's most comprehensive news at :20 before hour. KIKX 20-20 NEWS concise, important.
4			
5			
6			
7	RUSS O'HARA SHOW	Contemp. Pop.	The RUSS O'HARA PROGRAM is a happening. Russ can boast one of the Southwest's most avid followings. His show has that certain something that makes his listeners know that they're listening to one of the country's top disc jockeys. Russ is THE MAN with Tucson's younger set. He speaks their language, communicates with them and they know he's with them. One of Tucson's best newsmen, Casey Jones, keeps this audience best informed on what's happening in the world that they will some day inherit.
8			
9			
10			
11			
M	DEAN O'DAY SHOW (till 6am)	Contemp. Pop.	
OVERALL TYPE		Contemporary - Popular	

KIKX 20-20 NEWS. The most comprehensive news coverage in Southern Arizona. UPI, UPI AUDIO, AP. The only news department in Southern Ariz. with UPI AUDIO. Four-man dept. KIKX cruises broadcast from scene of news. Newsroom equipped with complete production facilities, law enforcement monitoring equipment. Trained stringers throughout the Southwest. KIKX is a 24-hr, 7 day station reaching a total population of 1,390,000. KIKX has a contemporary music format. MUCH MORE MUSIC is the policy of Great 58. A maximum of 16 mins. per hr. commercial time.

Indep.  
990 kc  
10,000 w day  
1,000 w night

Tucson, Ariz.  
**KTKT**

Indep.  
1600 kc  
1,000w

-505-

Tucson, Ariz.

**KXEW**

McGavren-Guild-PGW

Leland Bisbee

RAB

Nat'l Time Sales

AM	PROGRAM	TYPE	COMMENTS
5	BOB TOWNSEND	Pop. Contemp	All shows feature competent personalities able to project their enthusiasm for the music they play and the products they sell. No one screams or uses "hip" or Rock and Roll pitch. All are mature announcers who spend three hours (or more) off the air.-Daily preparation for their best possible on-air presentation. The music is regulated by a rigid format which includes hourly album sounds, oldies, and hit and pop records determined by a survey of sales from all major retail record outlets.  News - Backed by a 5 man staff is exciting with predominate stress on local coverage. Three mobile units in operation.
6	DON HINSON	Pop. Contemp	
7			
8			
9	JERRY STOWE	Pop. Contemp	
10			
11			
N	ERIC MICHAEL	Pop. Contemp	
1			
2			
3	MIKE NARDONE	Pop. Contemp	
4			
5			
6	FRANK CASANOVA	Pop. Contemp	
7			
8			
9	JOHNNY RABBIT	Pop. Contemp	
10			
11			
M			
OVERALL TYPE		Pop. - Contemporary	

AM	PROGRAM	TYPE	COMMENTS
5			Rancheros, mariachas, boleros, and top tunes from Mexico City.  AP News headlines at 7:00 Newscast and weather 8:00
6	MUSIC	Ethnic (Span)	
7			
8			
9			
10	SOAP OPERA	Ethnic (Span)	
11	MUSIC	Ethnic (Span)	
N			
1	DON JACINTO HOUR	Ethnic (Span)	
2	MUSIC	Ethnic (Span)	
3			Only the most outstanding out of Mexico City. Under one solid sponsor Mon.-Fri.  Rancheros, mariachas, boleros, and top tunes from Mexico City.  Newscast from AP at noon.  The Mexican Arthur Godfrey. 30 yrs. behind the mike catering to the adult.  Rancheros, mariachas, boleros, and top tunes from Mexico City.  Newscast-AP-5pm. Sportscast at 5:30. The only one in Spanish for the State of Arizona. Our man is a member of the Arizona State Athletic Commission and has been active in all sports during his life.
4			
5			
6			
7			
8			
9			
10			
11			
M			
OVERALL TYPE		Ethnic (Spanish)	

AP plus local news of interest to our Mexican community. Also special weekly reports. Our musical format is top tunes from Mexico City and the U.S. plus outstanding LP's We play only these records during the day. We serve roughly 60,000 people in Southern Arizona. Or 20% of 335,000 population as per Pima County population figures.

# TULSA

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KAKC	6	29. 6-10a	25. 10-3p	29. 3-7p	24. 7-12m	12-5a On Request	80%	50%		
	12	27.	24.	27.	23.					
	18	26.	23.	26.	22.					
	24	25.	22.	25.	21.					
KFMJ	5	9. 6-7:30a	8. 7:30-4p	9. 4-7p	8. 7-Off		75%	50%		
	10	7.50	7.50	7.50	7.50					
	20	7.	7.	7.	7.					
	30	6.50	6.50	6.50	6.50					
KRMG	6	33. 6-9a	26. 9-3p	30. 3-7p	20. 7-6a		80%	60%	4%	8%
	12	32.	25.	29.	18.					
	18	31.	24.	28.	17.					
	24	30.	22.	27.	16.					
KTOW	6	16. 6-10a	13. 10-3p	16. 3-7p	10. 7-6a		75%	50%	5%	10%
	12	15.	12.	15.	9.					
	18	14.	11.	14.	8.					
	24	13.	10.	13.	7.50					
	30	12.	9.	12.	7.					
	36	11.	8.	11.	6.50					
KVOO	6	28. 6-10a	22. 10-4p	28. 4-7p	18. 7-6a		Drive -\$5	Drive -\$5		10%
	12	26.	21.	26.	16.					
	18	25.	20.	25.	15.					
	24		19.		14.					

Indep.  
970 kc  
1,000w day  
500w night

Tulsa, Oklahoma  
**KAKC**

Katz

UAB

AM	PROGRAM	TYPE	COMMENTS
5	DAVE JONES SHOW (from midnight)	Pop. Contemp.	<p>KAKC's format is characterized by tight production and includes a cross-section of best-selling tunes coupled with weather, sports, headlines and award-winning news.</p> <p>KAKC's "Big 97 Jocks" are energetic, college-educated air personalities. They are well known in the area through personal appearances and active participation in community affairs.</p> <p>News at :40 Farm News and Market Reports are scheduled between 4 and 6am.</p>
6	LEE BAYLEY SHOW	Pop. Contemp.	
7			
8			
9			
10	TOM GORDON SHOW	Pop. Contemp.	
11			
N			
1			
2	JIM PETERS SHOW	Pop. Contemp.	
3			
4			
5			
6	ROBERT W. WALKER SHOW	Pop. Contemp.	
7			
8			
9			
10			
11			
M	DAVE JONES SHOW (to 6am)	Pop. Contemp.	

OVERALL TYPE Popular-contemporary

Indep.  
1050 kc  
1,000 w

-507-

Tulsa, Okla.

**KFMJ**

Direct

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	DAVID INGLES SHOW	C & W	5 min. News on the Hr. Country Calendar :30, Weather :15 & :45. Modern C&W - some Gospel. As member of popular local gospel quartet, David Ingles has strong following. Livestock Reports.
6			
7			
8	BIBLE INSTITUTE OF AIR THE GLEANER BROADCAST THE CHRISTIAN JEW HOUR THE RADIO PULPIT		Dr.C.W.Burpo of Mesa, Ariz. Local Minister Rev.Chas. Halff-San Antonio Rev. Braxton Sawyer-Ark.
9	ALLEN REVIVAL HOUR DAVID EPLEY CRUSADES RAYS OF FAITH		A.A. Allen, Evangelist David Epley, Evangelist A.D. Marney, Local minister
10	GOSPEL OF GRACE DAVID TERREL REVIVALS DR. F. CONLEY		Local religious program Evangelists Local Minister
11	SONGS YOU LOVE TO SING THE GOSPEL HOUR SOUTHWEST RADIO CHURCH		Dr. Springer, Basic Foods Dr. Oliver Greene, Evangelist Rev. David Webber
N	HIGH NOON IN TULSA NEWS THE WORLD TOMORROW		Cristian Crusade, Rev.Hargis Weather, Country Calendar Herbert W. Armstrong
1	BILLY PARKER SHOW	C & W	<p>Top local C&amp;W personality with band. He plays throughout the area, on a local TV show, and on records for Decca. News on the Hour, Country Calendar at :50, Weather at :15 &amp; :45. Livestock reports.</p>
2			
3			
4			
5			
6	COUNTRY & WESTERN MUSIC SHOW	C & W	Popular C&W music, News on the Hour, Country Calendar at :15, weather at :30.
7			
8			Sunrise to local sunset
9			
10			
11			
M			

OVERALL TYPE Religious & C&W

Indep.  
740 kt  
50,000 w day  
25,000 w night

-508-

Tulsa, Okla.  
**KRMG**

MBS Affil.  
1340 kc  
500 w

Sand Springs, Okla.  
(Tulsa)  
**KTOW**

Robert Eastman Swanco Edstr. NAB RAB

Adam Young

AM	PROGRAM	TYPE	COMMENTS
5	BOB LAFITTE SHOW	Pop. Stand.	From 1:00 AM - 6 AM Monday -- Saturday
6	CHUCK ADAMS SHOW	Pop. Stand.	
7			
8			
9			
10	LEW JONES SHOW	Pop. Stand.	
11			
N			
1			
2	FRED CAMPBELL SHOW	Pop. Stand.	
3			
4			
5			
6	DON CUMMINS SHOW	Album	
7			
8			
9	JOHNNY MARTIN SHOW	Stand.	This show features big band standards - Vocalists i.e. Benny Goodman, Kenton, Glen Gray, etc. Peggy Lee, Carol Sloane, Eckstein, Sinatra, etc.
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	DEAN JENKINS	C & W	National, World and State News on hour; National News on half hour; Sports at :40 past until 9:40. 15 min. Farm News Roundup 5:30 AM Weather at :15 and :45 Traffic reports from local police and Oklahoma Highway Patrol
6			
7			
8			
9			
10	DON WARNER	C & W	Modern sound of country music. Audience participation in contest. World, national and state news on hour; National news on half hour, along with continuous reports of interest.
11			
N			
1			
2	PAUL CANNON SHOW	C & W	Paced to the driving-home audience--up tempo, modern C & W, driving tips and road conditions; Sports at 4:30 and 5:30 pm. World, National and Oklahoma Report on hour. Weather at :15 and :45; Sports at 3:40, 4:30, 5:40. National News on half-hour.
3			
4			
5			
6	JERRY ROGERS SHOW	C & W	Up tempo with record request; geared somewhat more to younger people. Battle of the news sounds twice weekly along with contest. National and World News along with State News on hour; National News on half hour; Sports at :40 past.
7			
8			
9			
10			
11			
M	MICHAEL DEAN (till 5 am)	C & W	National and World News along with State News on hour; Nat'l. News, Sports.

OVERALL TYPE Popular-Standard

OVERALL TYPE Country & Western

News on hour & half hour.  
Weather at :15 & :45  
Sports - Football, Basketball and special sport programs.  
This 50,000 watt station receives many News, Sports, and Public Service awards.

Mutual news on the half-hour; local news on the hour; weather at :15 and :45, Farm News at 6:15 AM and 12:35PM. On-the-spot news coverage. Traffic radar locations in AM and PM drive times.  
Modern up tempo sound of Country Music featuring on-air personalities. Local High School Football, Oklahoma State University Football and Basketball.



NBC Affil  
1170 kc  
50,000 w

-509-

Tulsa, Okla.

**KVOO**

Edward Petry

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	SOLID GOLD MUSIC	Stand.- Pop.	
6	FARM PROGRAMMING	Serv.	Rural Mailbox, Livestock Mkt. Farm & Ranch Highlights, etc.
7	"JAY JONES COFFEE CLUB"	Stand. Pop.	10-min. news at 7 & 8am. Weather at :15 & :45. 5 min. Spot News at :30. Bulletin Board with news of local events, meetings, etc. Business News 7:25am, Sports 7:50am.
8			
9	BILL GRANT SHOW	Stand. Pop.	NBC News on the Hour. Weather at :15 and :45 5 min. Spot News at :30 Women's Bulletin Board
10			
11			
N			
1	SAM BECK	Stand. Pop.	NBC News on the Hour Weather at :15 and :45 Spot News at :30 Bulletin Board
2			
3			
4	GARY COOPER SHOW	Stand. Pop.	NBC News on the Hour Weather at :15 and :45 Spot News at :30 Bulletin Board 10-min. local news at 4, 5, 6pm Sports at 5:40pm
5			
6			
7			
8	JACK CAMPBELL SLEEPWALKER SERENADE	Stand. Pop.	NBC News on the Hour Weather at :15 and :45 News at :30 Last Newscast at 12 Midnight
9			
10			
11			
M	THE HOLIDAY INN SHOWCASE OF MUSIC	Stand. Pop.	5 hours of night music.
OVERALL TYPE		Standard-Pop.	

259 comprehensive newscasts per week keep KVOO's listeners the best informed audience in the Southwest: NBC News on the Hour from 6am to Midnight - Local News capsules on each half-hour - KVOO Weather Watch on the quarter hour - plus complete 10 min. reports of world, national, state, regional news.

"The Solid Gold Sound" -- Voice of news, weather & sports in Oklahoma. University of Tulsa football & basketball. St. Louis Cardinal baseball, Tulsa Oiler baseball, Kansas City Chiefs football.

# UTICA-ROME

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

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All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.					
WALY	13	3.05	ROS				2.35	1.75							
	26	2.95					2.10	1.65							
	52	2.65					1.90	1.50							
	104	2.45					1.75	1.35							
	156	2.30					1.60	1.15							
	260	2.25					1.50	1.							
WBVM	9	14.	7-10a	12.	10-4p	14.	4-6p	12.	6-Off	80%	50%				
	12	13.		11.		13.		11.							
	18	12.		10.		12.		10.							
	24	11.		9.		11.		9.							
	30	10.		8.		10.		8.							
WIBX	6	20.	6-10a	15.	10-3p	17.	3-7p	13.	7-12m	80%	50%	10%			
	12	19.		14.		16.		12.							
	18	18.		13.		15.		11.							
	24	17.		12.		14.		10.							
WKAL	5	8.	All periods					80%	60%	10%	15%				
	10	7.50													
	15	7.													
	20	6.50													
	25	6.													
WRUN	6	16.	6-9a	14.	9-3p	16.	3-6p	14.	6-12m	80%	50%	5%	10%		
	12	13.		11.		13.		11.							
	18	11.		9.		11.		9.							
	24	10.		8.		10.		8.							
WTLB	6	22.	6-10a	20.	10-3p	22.	3-7p	20.	7-10p	18.	10-6a	80%	50%	4%	8%
	12	19.		17.		19.		17.							
	18	18.		16.		18.		16.							
	24	17.		15.		17.		15.							

Indep.  
1420 kc  
1,000 w

Herkimer, N.Y.  
(Utica)

**WALY**

Northeast Radio Net. Affil. -511-  
1550 kc  
1,000 w

Utica-Rome, N.Y.

**WBVM**

Direct

NAB

Donald Cooke

AM	PROGRAM	TYPE	COMMENTS
5			
6	FARM SHOW	Farm C & W	News - Local Farm news - Top C & W music
7	THE DON ALEXANDER SHOW	Pop.- Contemp	Music is good, up-beat new tunes. Local news is spot- lighted...full time news gathered from 2 mobile news units (only in this area) Features...Telephone beeps.. birthdays, etc.
8			
9	THE GAEL JOYAL SHOW	Contemp Stand.	The best of the Pop... Standards play a big part. One hour called "Swap Shop" call ins to buy, sell or trade items. Local news.
10			
11			
N	12 NOON REPORT	Talk- News	Local news, Nat'l., International - Sports
	TOPIC	Talk	2nd big year - Local News makers-Done by Local Mayor
1	THE WESTERN GENTLEMEN SHOW	C & W	Features the top 100 C & W records - Gets more than 100 requests per day Station band - plays sever- al nights each week - Norm has a N.Y. fan club - has made records and album.
2			
3			
4			
5	5 O'CLOCK NEWS	Talk- News	Local, Nat'l. - Sports International news
6	MUSIC FOR THE EVENING	Stand.	Good, standard music - news.
7			Sunrise to local sunset
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5			
6	DAN FUSCO SHOW	Stand. Pop.	Dan has been "Mr. Morning Man of the Mohawk Valley" for over 16 years. His famous program features the best of all music plus live on the air discussion and controversy via tele- phone from listeners. The most known AM show of all. Heavy emphasis on local news.
7			
8			
9			
10	MIKE EDWARDS SHOW	Stand. Pop.	Again the emphasis is on a strong personality and today's great music. Music for that second cup of coffee is Mike's speciality Highly informal, enjoyable.
11			
N	NEWS AT NOON	Talk-News	All the news; weather
	EVERGREENS Bill Worden	Stand.	The most famous music of yesterday.
1	BILL WORDEN SHOW	Stand. Pop.	A real showman with a taste for picking the greatest music of today and yesterday. A strong personality who can feel his audience's mood and reflect their tastes, likes and dislikes. Again, a strong personality, as are Dan and Mike, who make WBVM the <u>Personality Sound</u> .
2			
3			
4			
5			
6	FINAL EDITION	Talk- News	All the news; weather
7	RICK HAVELIN SHOW	Pop.- Stand.	An up-tempo show with plenty of emphasis on today's better music. Utica's youngest personal- ity appeals to all.
8			Sunrise to local sunset.
9			
10			
11			
M			

OVERALL TYPE Popular - Contemporary - C & W

OVERALL TYPE Standard-Popular

News on the hour.  
Weather and road reports at :15 and :45  
This station believes it can best service the Mohawk  
Valley by a very strong local news operation. Its  
music is geared to the audience (supported by annual  
audience survey). This is an adult station. We  
feature N.Y. Giants Football in season.

Northeast news on the hour. Headlines and weather at  
the half-hour. Heavy emphasis on local news and local  
issues. A Utica radio station for Uticans, owned, run  
and enjoyed by Uticans.  
Music is hand picked to reflect the station's policy  
of playing only the greatest music around from today  
and yesterday. Strong personalities sell products and  
services on an ad-lib basis for most sponsors, who  
love it and remain advertisers year after year.

---

**43 Years ago WIBX started broadcasting  
to a market of 311,073**

---



---

**Today we sell a market of 692,000 people  
surrounding Utica-Rome with a buying  
income of \$1.4 billion and retail sales  
of \$878 million\***

---



**34 YEARS  
A CBS AFFILIATE!**

**P. O. BOX 95**

Represented nationally by The Meeker Co., Inc.

**WIBX**

**RADIO 95 Voice of  
the Mohawk Valley**

**UTICA, NEW YORK**

\*Source Standard Rate and Data, Jan. 1967



CBS Affil.  
950 kc  
5,000 w

Utica, N.Y.  
**WIBX**

Meeker NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	NEWS BACK TO BIBLE FARM & HOME SHOW	Talk Relig. Service	
6	JAY McLINDEN SHOW	Pop.- Stand.	CBS News and local news on the hour throughout the day.
7			
8			
9			CBS Dimension on the half- hour throughout the day.
10	ARTHUR GODFREY SHOW	Variety	
11	MUSIC WITH McMASTER	Pop.- Stand.	
N	NEWS, WEATHER EDITORIAL	Talk	
	MUSIC-McMASTER	Pop.Std.	
1	AT YOUR SERVICE	Variety	
2	JOE PYNE	Int.Disc	
3	MUSIC WITH McMASTER	Pop.- Stand.	
4			
5			
6	NEWS LOWELL THOMAS	Talk- News	Local & CBS News, sports and business
7	WORLD WIDE SPORTS JOE PYNE SHOW	Talk Int.Disc	CBS Sports
8	NEWS BACK TO BIBLE	Talk Relig.	
9	STUDIO 95 Don McMaster	Pop.- Stand.	
10	PUBLIC AFFAIRS	Talk	Capitol Cloakroom, Face the Nation, etc.
11	NEWS, WEATHER EDITORIAL	Talk	
M	MUSIC IN THE NIGHT	Semi- Class. Album	

MBS Affil.  
1450 kc  
1,000 w

-513-

Rome, N.Y.  
**WKAL**

Devney Org. RAB

AM	PROGRAM	TYPE	COMMENTS
5	CARMEN COMES CALLING	Stand. Pop.	Carmen Paccica MC's standard-popular music with interviews both in studio and phone. MBS News at :30, local news at 7, 8:05. Farm News at 6:30. Weather at 7:25.
6	Carmen Paccica		
7			
8			
9			
10	INFORMATION MR. Rev. McIntire	Relig.	Public affairs. Variety of subjects.
11	CARMEN COMES CALLING Carmen Paccica	Stand. Pop.	Cont'd. 3 min. book reviews at 10:30 featuring Jervis Library personnel.
N	WHAT'S ON YOUR MIND?	Talk- Tel.Part	Topical subjects. Carmen Paccica
1	MUSIC UNLIMITED Arnie Pugh	Stand. Pop.	News headlines at 1:00. Fulton Lewis Commentary 1:15
2			
3			
4	WHEELIN' HOME Arnie Pugh	Pop. Stand.	MBS News at :30. Local news at 4 and 5. Frank Singiser Wall Street Report at 5:35. Ski reports at 3:55 and 5:55 during ski season.
5			
6	NEWS, SPORTS, COMMENTARY, LIFE LINE	Talk- News	MBS News; Bill Stern Sports; Dinner Music; Con- census; World Today-Tony Marvin; Fulton Lewis; Life Line.
7			
8	NIGHTTIME '67 Jerry Prouty	Contemp	Soft Rock 'n Rock. Interviews. Appeals to teens and young adults. Requests played.
9			
10			
11	NEWS REPORTS Jerry Prouty	Talk- News	Local: Sports; Vernon Downs Race Results during season.
M			

OVERALL TYPE Popular-standard

OVERALL TYPE Varied

MBS News at :30 every hour. Local News at 7, 8:05am,  
12 noon, 4, 5, 11pm.

Adult appeal thru to 7:30pm. Contemporary format to  
11pm. with requests in this period.



ABC Affil  
1150 kc  
5,000w day  
1,000w night

-514-

Utica, N.Y.

**WRUN**

Indep.  
1310 kc  
1,000 w day  
500 w night

Utica, N.Y.  
**WTLB**

Avery-Knodel

NAB

Robert Eastman

Straus Stations

RAB

AM	PROGRAM	TYPE	COMMENTS
5	GORDY HOOD SHOW	C & W	Local & Nat'l news every half-hour. Farm news round-up. Great combination of latest news and popular C&W for up-tempo morning show. Duplicated AM & FM.
6			
7	GORDY HOOD SHOW	Pop.-Contemp.	Gordy switches hats to wake up the rest of the Mohawk Valley with his happy, up-tempo city sound each morning. More complete, hard-hitting up-to-the-minute news and sports.
8			
9			
10	BOB LUX SHOW	Pop.-Contemp.	Bob helps the housewife and the shopper through the chores each morning. Plenty of music, as well as news of local events. Occasional interviews on almost any subject from birth control to women's wigs. Primary feature of the Bob Lux Show however, is the tremendous variety of popular music.
11			
N			
1			
2	HY AGENS SHOW	Pop.-Contemp.	The bumper-to-bumper crowd dial the Hy Agens Show for the heavy emphasis on fast-breaking news and sports, both local and national. There's lots of personality music and a daily comedy feature...all designed for the good, good music fan who want to be informed.
3			
4			
5			
6			
7	NICK DARDANO SHOW	Pop.-Contemp.	Great mixture of sports, feature news and popular standard music draws a large audience throughout Central New York. The Big "D", as he is known to WRUN listeners, has been broadcasting from Utica for more than 16 years.
8			
9			
10	MARCHESA DISERAVALE	Ethnic (Italian)	Music & comments in Eng. & Italian. Large, devoted aud.
11	NICK DARDANO SHOW	Pop.-Stand.	Gentle, soft, mostly uninterrupted music.
M			
OVERALL TYPE		Popular-contemporary	

AM	PROGRAM	TYPE	COMMENTS
5	FARM & HOME HOUR	Talk-Serv.	
6			
7	DICK ROMANO SHOW	Contemp.	The only station operating 24 hours a day in Utica-Rome and the Mohawk Valley.  Highly identifiable, "good guy" air personalities effectively relate and communicate with their listeners.  The brightest sound in contemporary music constantly reflecting the tastes of the market.  Strong on-and-off-the air promotions.  Community oriented public service projects developed regularly.  Sports Shorts are presented at :45 twenty-four hours a day.
8			
9			
10	GARY MERCER SHOW	Contemp.	
11			
N			
1			
2	BILL QUINN SHOW	Contemp.	At Your Service, "WTLB's Community Bulletin Board", is presented every hour.  Pet Patrol broadcasts ten times a day.  Five day extended weather forecast every day at noon.
3			
4			
5			
6	LOU GAZITANO SHOW	Contemp.	
7			
8			
9			
10			
11			
M	JOHN SIMMONS ALL NIGHT SATELLITE	Contemp.	
OVERALL TYPE		Contemporary	

Programming leans toward Rock 'n Roll, but the 'screamers' are eliminated. Best described as up-tempo pop programming for the young adult and adult-buying audience. New York Yankees in baseball season - some local basketball. High school and college football and basketball. Local news - 5 minutes at :55. National news from the Information Radio Network...5 minutes on the hour. News Director Al Cole supervises on-the-spot coverage of special events and editorials as well as regular news programs.

5 min. news on the hour.  
News briefs on the half-hour.  
"The Voice of the Mohawk Valley"

# WASHINGTON DC

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WAVA	5	18. 7-9a	14. 9-4p	16. 4-6p	7. 6-Off		80%	40%	10%	15%
	10	17.	13.	15.	6.50					
	20	16.	12.	14.	6.					
	30	15.	11.	13.	5.50					
WEAM	6	35. 6-10a	30. 10-3p	35. 3-7p	30. 7-----6a		80%	60%		
	12	31.	27.	31.	27.					
	18	27.	24.	27.	24.					
	24	25.	21.	25.	21.					
WGMS	5	24. 6-10a	22. 10-3p	24. 3-----12m			80%	50%		16%
	10	23.	21.	23.						
	15	22.	20.	22.						
	20	21.	19.	21.						
	30	20.	18.	20.						
	40	19.	17.	19.						
WINX	10	20. 6-10a	18. 10-3p	20. 3-7p	18. 7-----6a		80%	50%	5%	10%
	20	18.	16.	18.	16.					
	30	16.	14.	16.	14.					
	40	14.	12.	14.	12.					
WMAL	1	100. 6-10a	45. 10-3p	65. 3-7p	28. 7-12m	7. 12-6a	80%	50%		See Card
	3				25.					
	12	85.	40.	58.	25.					
WOL	6	46. 6-9:30a	36. 9:30-3:30p	46. 3:30-7p	26. 7-12m		80%	50%	-\$2	
	12	43.	33.	43.	23.					
	18	40.	30.	40.	20.					
	24	37.	28.	37.	17.					
WPGC	6	30. 6-10a	28. 10-3p	30. 3-7p	28. 7-Off		80%	60%		10%
	12	28.	26.	28.	26.					
	18	27.	25.	27.	25.					
	24	26.	24.	26.	24.					
	30	25.	23.	25.	23.					
	40	24.	22.	24.	22.					
	50	23.	21.	23.	21.					
WPIK *	52	26.75	All periods				21.50	14.25	10%	15%
	104	25.25					20.50	13.50		
	156	24.					19.25	12.75		
	260	22.50					18.	12.		
	520	21.					16.75	11.25		
	1000	19.50					15.50	10.50		
WQMR	6	25. 6-10a	23. 10-3:30	25. 3:30-7p	23. 7-Off		80%	60%	-\$2 Mins.	-\$4 Mins.
	12	24.	22.	24.	22.					
	18	23.	21.	23.	21.					
	24	22.	20.	22.	20.					
	30	21.	19.	21.	19.					
	40	20.	18.	20.	18.					
WRC	5	62. 6-10a	40. 10-4p	56. 4-7:30p	30. 7:30-12m	6. 12-5:30a	80%	50%		
	10	60.	34.	50.	27.					
	15	58.	28.	45.	23.	12. 5:30-6a				
	20	56.	24.	40.	19.					
	30	54.	22.	36.	16.					
WTOP	3	65. 6-10a	42. 10-3p	58. 3-7p	42. Other		80%	60%	-\$2	-\$5
	6	60.	37.	53.	37.					
	12	55.	32.	48.	32.					
	24		27.	43.	27.					
WWDC	6	55. 6-10a	36. 10-3:30	52. 3:30-7p	25. 7-12:30		80%	50%	4%	8%
	9	54.	34.	50.	23.					
	12	52.	30.	48.	22.					
	15	50.	28.	46.	21.					
	18	48.	27.	44.	20.					
	24	46.	25.	42.	18.					

Indep.  
780 kc  
1,000 w

-516-

Wash. D.C.

**WAVA**

Indep.  
1390 kc  
5,000 w

Arlington, Va.  
(Washington, D. C.)

**WEAM**

John C. Butler

NAB

H-R

Thoms Station

RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	WAVA ALL NEWS	Talk-News	News divided into thirty minute segments which include international, national, local, business, sports, news, traffic reports, editorial comments, on the spot reports from people making the news and voice reports from around the world from WAVA reporters.
7			
8			
9			
10	CONTACT W/WAVA	Tel.Part.	Hot reactions to top issues
11	WAVA ALL NEWS	Talk-News	News divided into thirty minute segments which include international, national, local, business, sports, news, traffic reports, editorial comments, on the spot reports from people making the news and voice reports from around the world.
N			
1			
2	CONTACT W/WAVA	Tel.Part.	Aud.reactions to top news
3	WAVA ALL NEWS	Talk-News	News divided into thirty minute segments which include international, national, local, business, sports, news, traffic reports, editorial comments, on the spot reports from people making the news and voice reports from around the world from WAVA reporters.
4			
5			
6			
7			6am to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		All News	

WAVA All-News broadcasting is continuous with a change of news copy each thirty minutes. Station always maintains a minimum of three men on each shift - one broadcasting, one writing the next thirty minute version, one gathering his (third) thirty minute newscast, plus local News Editor and stringers. WAVA CONTACT - The hot reactions of WAVA listeners to top stories of the day by broadcast telephone

AM	PROGRAM	TYPE	COMMENTS
5	WEAM ALL NIGHT SHOW (from 12 Mid.)	Contemp.	(See Below)
6	Lee Stevens	Contemp.	Lee Stevens plays more contemporary music than any other Wash. area morning man. Fast paced but smooth, "the man with a smile in his voice" feature time, weather and traffic reports to get a bustling city on its way.
7			
8			
9	PAUL CHRISTY	Contemp.	The light hearted lilt of Paul Christy's voice combined with much more contemporary music has become as much a part of the Washington area's mid morning coffee break as "cream and sugar".
10			
11	LES ALEXANDER	Contemp.	"The Beard" as he is fondly referred to by his many fans combines tasteful wit and much more music to help the Washington area avoid that mid-afternoon slump.
N			
1			
2			
3	HERB ALLEN	Contemp.	In many cases Herb Allen is the only thing that makes the commuter's long drive from downtown to suburban Va. and Maryland bearable. His policy of music, music, music combined with an infectious personality is the perfect combination.
4			
5			
6			
7	TOM EDWARDS	Contemp.	Wash. area teenagers and young adults rate this lively personality Number 1 on their list for nighttime radio entertainment. Tom's the kind of guy who believes in playing a lot of music and spicing it with a lot of fun. This philosophy of more fun and more music adds up to great listening every night for the Washington area.
8			
9			
10			
11			
M	ALL NIGHT SHOW	Contemp.	WEAM's All Night Show features much more music with time, weather, news, etc
OVERALL TYPE		Contemp.	

WEAM "1390" News every hour at 14:30 after the hour Nat Albright Sports at 8:14:30AM and 5:14:30 PM

Indep.  
570 kc  
5,000 w day  
1,000 w night

Washington, D. C.  
**WGMS**

MBS Affil.  
1600 kc  
1,000 w day  
500 w night

-517-

Rockville, Md.  
(Wash. D.C.)  
**WINX**

RKO Radio Repts RKO General NAB

UBC Sales

AM	PROGRAM	TYPE	COMMENTS
5			
6	THE CLASSICAL CLOCK	Class.	Light and medium classical music, time, weather, news on the hour & half-hour. "Man to Man" (religious) 6:35 AM "Lockheed Digest" (scientific) 7:35 AM. "G.E. Morning Report" (complete world news round-up) 8:00
10	ALL THROUGH THE DAY	Class.	Complete symphonic works presented informally.
N	LUNCHEON SAMPLER	Class.	Short tuneful pieces; community bulletins.
1	ON STAGE	Show	Best from Broadway and Hollywood.
2	SYMPHONIC MATINEE	Class.	Complete concert; unusual selections, newest records.
3	HOMEWARD SERENADE	Class.	
4	HOMEWARD SERENADE	Light Class.	Pleasant, light & medium classics. News at 4:30, 5:00, 5:30, 6:00. "Tonight in Washington" 5:45 (community events) News, information, commentary.
7	SYMPHONY IN STEREO (AM and FM)	Class.	Recorded and "live" broadcasts by delayed recordings (stereo).
8	GUEST ARTIST	Class.	Washington Post music critic, Paul Hume, is host.
9	(VARIOUS)	Class.	Monday-World's Great Orchestras; Tuesday-Great Symph Series; Wednesday-Cleveland Orchestra; Thursday-Royal Instrument; Friday-Library of Congress Concerts "live" (Stereo)
11	ALAN DOERR PRESENTS	Class.	Musicologist Alan Doerr selects music of unusual interest and appeal (Stereo)
M			
OVERALL TYPE		Classical	

AM	PROGRAM	TYPE	COMMENTS
5	"MARK QUEEN" (from 12 mid.)	Contemp	Mark with his "Pajama Party" keeps all-nighter entertained. Music and news.
6	"GENTLEMAN JIM" DIAMOND	Contemp	Starts your day the pleasant easy way - bright "current hits" - Mutual and local news, weather and sports - contests. Traffic reports. "Gentleman Jim" is the "NOW" Time-keeper.
10	"BOB EDSON"	Contemp	Features his Housewives' Harem entertaining his Washington lovelies with the "current hits" and loads of contests! Bob - a much sought-after bachelor.
3	"BRAD STEVENS"	Contemp	Washington's Government white collar workers, along with the college and high school set join Brad on their way home from work or school. Featuring Mutual and Metro area news, weather, sports, traffic reports and contests.
7	"SCOTT JEFFRIES"	Contemp	Washington's young married couples, the college set and today's teens regard him as their "NOW" night-time DJ - Oldies and current hits-plus news of the "IN" spots around the Nation's Capital.
M	"MARK QUEEN"	Contemp	(to 6:00 AM) See above
OVERALL TYPE		Contemporary	

WGMS carries "live" concerts from the National Gallery of Art and Library of Congress. Weekend includes The Metropolitan Operative on Saturdays; Boston Symphony by delayed broadcast from Symphony Hall, Boston. (90% of WGMS-FM operation is broadcast in Multiplex Stereo.)

8:30-8:45 AM - Message of Hope  
Mutual News 5 min. on the half hour. Local news with Dick Morgan on the hour. Business News Wed. 6:00 PM-Bill Coyle. Sports Roundup with Ed Bushman Mon.-Tues.-Thur.-Fri. (5 min.). Mutual Sports: Van Patrick-9AM, 4:30PM, 6PM Bill Stern - 7:30  
WINX is a top 40 operation catering to an overall age group who listen to the modern up-tempo sound of the 60's. The best of everything for the young adult and adult buyer.



ABC Affil.  
630 kc  
5,000 w

-518-

Washington, D. C.  
**WMAL**

Indep.  
1450 kc  
1,000w day  
250w night

Washington, D.C.

**WOL**

McGavren-Guild-PGW

NAB RAB

Bernard Howard

Sonderling Station

NAB

AM	PROGRAM	TYPE	COMMENTS
5	ALL NITE SHOW Bill Mayhugh	Stand. Pop.	A wide variety of music, features, and interviews with celebrities.
6	HARDEN & WEAVER	Stand. Pop.	This show, now in its 9th year, blends music, news, weather, and commuter traffic reports with the zany repartee of the popular duo. Highlights of each show are created by a multitude of unconventional guests, all created by Weaver.
7			
8			
9			
10	JIM EVANS SHOW	Stand. Pop.	Evans keeps listeners involved with music, interviews, service features and his penetrating and amusing commentary on our life and times. Also featured on the program are guests ranging from celebrities to newsmakers.
11			
N			
1			
2	JOHN WILCOX	Stand. Pop.	With automobile audiences at a peak, Wilcox travels along with music, humorous conversation, vital and exclusive reports on traffic conditions, entertainment & information that the drivers in this non-rapid transit market want to hear.
3			
4			
5			
6	NEWS BLOCK	Talk- News Info.	News, Sports, Weather, Commentaries by ABC reporters. The Barry Farber interview show, and WMAL Public Affairs Special.
8	FELIX GRANT	Stand. Pop.	Washington's most honored and distinctive program, a fixture for 12 years. Show features music selected from albums ranging from jazz to the big bands to foreign artists. Grant and his program have received many national and international honors.
9			
10			
11			
M	ALL NITE SHOW Bill Mayhugh	Stand. Pop.	A wide variety of music, features, and interviews with celebrities. News. 'til 6

AM	PROGRAM	TYPE	COMMENTS
5	BIG BILL HAYWOOD SHOW	R & B	Big Bill is the dominant force behind the overwhelming success of the SFPOGPITM (The Society for the Prevention of Grouchy People in the Morning). He is consistently enlisting legions of loyal new members with his explosive and dynamic air manner. He is an acknowledged institution to Washington's awakening multitudes.
6	SUNNY JIM KELSEY SHOW	R & B	Relaxed, mid-morning R&B listening characterizes the show...a weekday ritual for thousands of area housewives. Distinctive voice and unique brand of humor are major ingredients of Jim's success.
7			
8			
9			
N	BOBBY BENNETT SHOW	R & B	"Bouncin' Bobby" turns on Washington's afternoon set with his unique brand of Soul Power.
4	MR. "C" SHOW Carroll Hynson	R & B	"The Eighth Wonder of the World", is the supreme master of enlivening the Go-Go set of all ages... during his top-rated drive time ringmastery of rapid paced patter and R&B Soul sounds. "Mr. C in DC" has free and easy rapport with listeners.
5			
8	NIGHTHAWK SHOW	R & B	"Soul Brother" Bob dominates nighttime radio in Metropolitan Washington with a dynamic hard-hitting show. As the "Nighthawk", he presents an exciting combination of comedy, chatter and music -- especially tailored for the "night people" he serves.
9	Bob Terry		
10			
M	MR. FREEZE SHOW Buster Jones	R & B	Soul session for D.C.'s "Stay-Awake Crowd:."

OVERALL TYPE Stand.-Pop.

OVERALL TYPE Rhythm & Blues

Paul Harvey, 9:00 am, 1:00, 6:30 pm  
Local news on the half hour  
ABC news on the hour  
Police Helicopter reports in drive times  
WMAL broadcasts Washington Redskins football games. Also high school basketball games, and ABC sports. The station's award-winning Public Affairs department schedules timely, hard-hitting documentaries.

Headline news at :20  
5 minute news at :40.  
"Speak Up" - phone show Sunday 11pm-1am



Indep.  
1580 kc  
10,000 w

Bladensburg, Md.  
(Wash. D.C.)  
**WPGC**

Amer. Entertainment Net -519-  
730 kc  
5,000 w

Washington, D.C.

**WPIK**

Mort Bassett

NAB RAB

Direct

AM	PROGRAM	TYPE	COMMENTS
5			
6	THE MORNING MAYOR	Contemp	Harv Moore - "The Boy Next Door" - bright, wske-up music - humor - Time checks - weather - traffic reports - features.
7	Harv Moore		
8			
10	PEYTON'S PLACE	Contemp	A show for sll housewives - Music - contests - prizes - features - news - time checks - weather.
11	Bob Peyton		
N			
2	THE COUSIN DUFFY SHOW	Contemp	Music - entertainment for commuters - news - sports results - traffic reports - weather - time checks.
3			
4			
6	THE JACK ALIX SHOW	Contemp	Music - humor - lste sports - news - time checks - weather - features - con- tests - prizes.
7			
8			
10			
11			
M			
OVERALL TYPE		Contemporsry	

AM	PROGRAM	TYPE	COMMENTS
5			
6	Carl Kassel	C & W	Singles mixed with country and western standards during all hours excepting drive times when only top-rated singles are features.
7			
8			
9			NEWS: on the hour - 15 minutes at 8:00am, noon, and 5:00pm - five minutes sll other times.
10	DON McNEILL SHOW	Variety	NETWORK NEWS, on the half hour.
11	BOB DUPREE	C & W	AAA Trsfic reports 10 minutes before and 20 minutes after the hour during trsfic times.
N			NETWORK SPORTS - weekends
1			
2			
3			
4	JAY PERRI	C & W	
5			
6			
7			Sunrise to local sunset
8			
9			
10			
11			
M			
OVERALL TYPE		Modern Country	

News at :25 & 55.

Bob Raleigh reports locsl news in depth plus details on nstional snd international developments.

Indep.  
1050 kc  
1,000 w

-520-

Silver Springs, Md.  
(Wash., D. C.)  
**WQMR**

NBC Affil.  
980 kc  
5,000 w

Washington, D.C.  
**WRC**

Avery-Knodel RAB

Robert Eastman NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	THE SOUND OF MUSIC Bob Fish	Stand. Pop.	Music - emphasis on Broadway & Hollywood selections
6	THE SOUND OF MUSIC	Stand. Pop.	Music - bright and up-beat. Mostly instrumental with two or three vocals per hour.
7	Bob Falcon		
8			7:45 - 15 min. news and sportscast.
9			
10			
11	CAROUSEL Bob Falcon Les Carpenter	Stand. Pop.	Music - widest range of tempo and theme. Bob Falcon hosts the first half - Les Carpenter the second.
1			
2			
3			
4	THE SOUND OF MUSIC Les Carpenter	Stand. Pop.	Music - medium tempo - emphasis on Broadway and Hollywood selections. 4:35 - Stock report - Peter C. White. 4:40 - Bernie Harrison - entertainment world news
5			
6			
7	THE SOUND OF MUSIC	Stand. Pop.	Music with a wide range of tempo and theme.
8	Jules Henry		8:35 - "Stagedoor" Broadway selections exclusively. Music - medium tempo - emphasis on Broadway and Hollywood selections.
9			
10			
11			
M	THE SOUND OF MUSIC Phil Long	Stand. Pop.	Same as above until 6:am

AM	PROGRAM	TYPE	COMMENTS
5	NIGHT OWL	Pop. Std.	(from midnight) Stan Karas
6	YOUR TIMEKEEPER Al Ross	Pop. Stand.	Essentially bright standards. But, for change of pace, Ross frequently integrates 'live' ukelele numbers. Included in the show are Farm Reports, NBC News on the Hour, Joe Garagiola Sports Show, World News Round-up and WRC News each half-hr. Well-balanced listening for Washington area adults.
7			
8			
9			
10	TOP O' THE MORNING	Pop. Stand.	Bob Kelly entertains the late morning housewife audience with a wide variety of music programming.
11	Bob Kelly		
N	CAPITAL BY-LINES Betty Groebli	Talk Int. Disc.	Spontaneous interview show. Guests include Hollywood stars, politicians, etc.
1	HERE'S MUSIC Al Ross	Pop. Stand.	Women enjoy that second cup of coffee with Ross and his music.
2	MAINLY MUSIC	Pop. Stand.	Bob's musical kaleidoscope.. and his wee bit of Irish humor...find a receptive audience with Washington housewives.
3	Bob Kelly		
4	MR. MUSIC Mac McGarry	Pop. Stand.	Easy-paced delivery & careful blending of music make him "one for the road". Stock Market Report-David von Sothen and Jim Simpson's Sports Report.
5			
6	NEWS BLOCK	Talk-News	Bryson Rash-Willard Scott-Ray Michael-Mac McGarry.
7	SHOWCASE-NEWS OF THE WORLD-COMPACT SHOW	Pop. Stand.	Music, news and a 15-min. segment highlighting a single performer
8	NIGHT WATCH Willard Scott Ed Walker	Pop. Stand.	The comic pair of Ed Walker and Willard Scott are featured in a four-hour program of lively music and satirical sketches. Custom-made commercials are available upon request.
9			
10			
11			
M	NIGHT OWL (to 5:30am)	Pop. Stand.	Wide-awake Stan Karas plays them all... ballads, show tunes big band sounds, etc.

OVERALL TYPE Standard - Popular

OVERALL TYPE Popular-standard

News-5 min. summary every hour on the half-hour. Headlines on the hour. Baseball or football Scoreboard at :45 in the early morning, afternoon and night (in season). Voice of Govt. Reports: 30 sec. news inserts of int. to government workers. Weather feature at :15. Music - standards with special emphasis on new albums from B'way. & Hollywood. 3 of-a-kind spotlight - 3 diff. arrangements of a song - each with contrast to other. Special theme music clusters - a blend of music relating to an idea or central theme.

NBC News on the Hour. WRC Local News at :30. NBC Radio Network Monitor on weekends.

WRC is the oldest radio station in the nation's capital (August, 1923)

No rock 'n roll, no country and western music.

# Metropolitan Washington, D.C. is a gold mine...

# and we've staked the biggest claim!

Try these nuggets for size—

The Washington metro area has a higher average income per household than any other major\* U.S. metro area...and more effective buying income per household than New York, Chicago, Los Angeles or Philadelphia.

In fact, over 40% of the households in the area have an income of \$10,000 a year or more. We ought to know, because they account for 45%† of our listening households.

Washington, D.C. and WRC—a golden opportunity for advertisers who are interested in serious prospecting.

## WRC RADIO 980

*The NBC Owned Radio Station in Washington, D.C.*

Represented Nationally by ROBERT E. EASTMAN & CO., INC.

\* population ranking, 10 largest areas

† Mon-Fri 6 AM-7 PM, average ¼ hour

Sources: Pulse LQR, Jan/July 1967; Sales Management, 1966

Audience and related data are based on estimates provided by the rating services indicated, and are subject to the qualifications issued by these services. Copies of such qualifications are available on request.

CBS Affil.  
1500 kc  
50,000 w

-522-

Washington, D.C.  
**WTOP**

Indep.  
1260 kc  
5,000 w

Washington, D. C.  
**WWDC**

CBS Radio Spot Sales Post-Newsweek Station NAB RAB

Avco Radio TV Sales Avco Bdstg. NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	MUSIC 'TIL DAWN Terry Hourigan	Stand. Album Class.	Light quiet mood music be- comes more serious between 1 & 4, lighter to 6am.
6	NEWSLINE AM	Talk- News Sports Weather Info.	Eddie Gallaher, dean of Wash- morning men, leads off with 4 hrs. of top local news and sports coverage, weather, and information. Dr. Leonard Reiffel, First Line Report, Dear Abby. CBS News through- out.
7			
8			
9			
10	DAVE McCONNELL SHOW	Talk- Tel. Part.	Top Newsmen takes the issues of the day and gets informed intelligent opinion. He and others act as Ombudsman for listeners. Tomorrow's Living, Dimension on Healthier, etc.
11			
N			
1	ARTHUR GODFREY TIME	Variety	Godfrey, orchestra, guests and regulars.
2	ALLAN PRELL SHOW	Talk- Tel. Part.	Prell's unique approach to talk gives the afternoon a bright, entertaining, intelligent outlook on anything and everything. Mother and Child, Mike Wallace, Walter Cronkite, Reasoner Report.
3			
4			
5			
6	NEWSLINE PM	Talk- News Sports	Local news, CBS News, Business News, Sports Report Lowell Thomas.
7			
8	WARNER WOLF SHOW	Talk- Tel.Part	Photographic mind of sports, meets Wash. sports addicts.
9	JAMIE BRAGG SHOW	Talk- Tel. Part.	Bragg continues with the day's events, gives the working man a chance to get his two cents in. News on the hour.
10			
11	NEWS	Talk	
M	MUSIC 'TIL DAWN	Stand. Album Class.	Light, quiet mood music blending into serious works from 1 to 4am, lighter to 6am.
OVERALL TYPE		Telephone participation	

During baseball season WTOP broadcasts Washington Senators games; in the fall, U. of Maryland football and Baltimore Colts football; in winter, U. of Maryland basketball. WTOP Radio carries the General Electric Music Festival Sundays at 8pm.

AM	PROGRAM	TYPE	COMMENTS
5	EARL ROBBIN SHOW (from midnight)	Pop.- Stand.	Local insomniacs' favorite. Music, news, on-hour sports Sponsors get results!
6	FRED FISKE SHOW	Pop.- Stand.	27 years a D.C. favorite, Fiske is constantly demand- ed for MC jobs, sponsor recordings, personal appearances. His up-beat a.m. show features news in depth, sports, 'copter reports, music and the inimitable, fresh Fiske!
7			
8			
9			
10	FRED KNIGHT SHOW	Pop.- Stand.	Entertaining and selling simultaneously are duck soup for Fred! Great radio and TV experience (he's an 11 pm TV weatherman, too) make this pro a listening delight...handsome and personable, Fred is a great salesman, on-air and off.
11			
N			
1			
2	CJ AND COMPANY	Pop.- Stand.	Versatile, youthful James and 'company' spark mid- afternoon and drivetime Washington radio. Show features "Thinker" and other voice characteriza- tions ranging from Aunt Maudie to Luke Warmwater. His show moves, amuses, sells!
3	Carroll James		
4			
5	30 'TIL 6	News	Distinctive news show - sports, features, etc.
6	BOB RALEIGH SHOW	Pop.- Stand.	Dynamic, swinging "Tiger Bob's" nighttime show grabs both young and old. He plays music for the today's "with-it" people..and sophisticated Washingtoni- ans love it. Great air salesman, Raleigh's 4 yrs. with WWDC have made him an integral part of the crew.
7			
8			
9			
10	FRED GALE AND "COMMENT" SHOW	Talk- Tel.Part.	Gale's freewheeling "Com- ment" show the hot spot in nighttime Washington radio. Interviews with celebrity authors, clergymen, Congres- men or Senators keeps "Comment" hopping.
11			
M	EARL ROBBIN SHOW ('Til 6am)	Pop.-Std.	Local insomniacs' favorite
OVERALL TYPE		Pop.-Standard	

5-Min. News on the hour; 10-Min. News at 7:30 AM, 8:30 AM  
Weather twice each hour  
Brief headlines and sports reports on the hour.  
Traffic reports by 'Copter 1260  
30 Min. News at 5:30 PM  
Additional features are worked into programming - games  
and contests, two-way discussions with listeners, etc.

# WICHITA

## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you ESTIMATE the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

While the listed plans are almost all station-submitted, they are of course subject to change without notice. And they do not represent all of the plans or all of the discounts available.

All rates are for one-minute announcements unless otherwise indicated. Under the 30-second and 10-second columns are percentages of the one-minute rates. Under the 26-week and 52-week columns are discounts off the applicable rates regardless of commercial length.

STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
KAKE	6	16. 6-9a	14. 9-4p	16. 4-7p	12. 7-----6a		80%	50%		
	12	14.	12.	14.	10.					
	18	13.	11.	13.	9.					
	24	11.	9.	11.	7.					
KEYH	6	17. 6-9a	14. 9-4p	17. 4-7p			80%	50%		
	12	15.	13.	15.						
	18	14.	12.	14.						
	24	12.	11.	12.						
KFDI	1	16. 6-10a	14.50 10-3p	16. 3-7p	11.50 7-----6a		80%	50%		
	10	14.	12.50	14.	9.50					
	15	13.	11.50	13.	8.50					
	25	12.	10.50	12.	7.50					
KFH	6	22. 5:45-9:30a	18. 9:30-12	22. 3:30-7p	14. 7-12m	11. 12-5:45	80%	50%		8%
	12	20.	17.	20.	13.	10.				
	18	18.	16.	18.	12.	9.				
	24	17.	15.	17.	11.	8.				
	30	16.	14.	16.	10.	7.				
KLBO	6	21. 6-9a	17. 9-4p	21. 4-7p	17. 7-10p	15. 10-6a	80%	60%	4%	8%
	12	18.	15.	18.	15.	13.				
	18	16.	14.	16.	14.	11.				
	24	15.	12.	15.	12.	10.				
KVBB	6	20. 6-9a	18. 9-4p	20. 4-7p	14. 7-10p	12. 10-Off	75%	50%		10%
	12	19.	17.	19.	13.	11.				
	18	18.	16.50	18.	12.50	10.50				
	24	17.	16.	17.	12.	10.				
	30		15.50		11.50	9.50				
	36		15.50		11.50	9.				
	42		15.		11.	8.50				



ABC Affil.  
1240 kc  
1,000 w day  
250 w night

-524-

Wichita, Kansas

**KAKE**

McGavren-Guild-POW

NAB RAB

MBS Affil.  
1070 kc  
10,000w day  
1,000w night

Wichita, Kansas

**KFDI**

Alan Torbet Assocs.

NAB

AM	PROGRAM	TYPE	COMMENTS
5	EARLY RISER SHOW Deems Peterson	Stand. Pop.	
6	BEAUTIFUL KAKELAND	Stand. Pop.	Bill McLean takes the air at 6:00 every weekday morning with "Beautiful Kake-land". Few stations can boast a personality with such selling power. Bill's show has begun the day for Wichitans for over 18 years.
7	Bill McLean		
8			
9	BREAKFAST CLUB Don McNeill	Variety	
10	KAROUSEL	Stand. Pop.	10 minute segments of un-interrupted music, especially designed by KAKE for the most pleasant daytime radio listening in the city of Wichita. "Karousel" has been acclaimed the perfect workday companion by listeners from all over the area. News with Paul Harvey.
11	Jim Chase		
N			
1			
2			
3	AFTERNOON ALLEGRO	Stand. Pop.	
4	Gerry Pryor		
5	NEWS BLOCK	Talk- News	News, WX, Local sports, Alex Dreier, Tom Harmon, Jack Miller, Jack Robinson
6	QUIET ZONE	Stand. Pop.	15 minute segments of uninterrupted music.
7	Deems Peterson		
8			
9			
10			
11			
M	NIGHTSOUNDS	Stand. Pop.	KAKE's 24-hr. operation continued through the nite with music & news & info.

OVERALL TYPE Standard-Popular

Local news on the hour and half hour.  
ABC News at :55

AM	PROGRAM	TYPE	COMMENTS
5	BUDDY NICHOLS	C & W	
6	OL MIKE'S MORNING SHOW	C & W	Mike mixes a good selection of country music with humor and philosophy. Local news along with weather & sports make getting up with 'Ol Mike both entertaining & informative.
7			
8			
9	DON WALTON SHOW	C & W	Don plays a good mixture of country classics and top C & W songs of the day.
10			
11			
N	BOB ROBERTS SHOW	C & W	A brisk pace combined with the top C & W hits of the day.
1			
2			
3	TERRY BURFORD SHOW	C & W	News worthy events of the top C & W stars along with hit C & W records.
4			
5			
6	DON POWELL SHOW	C & W	An easygoing pace & good selection of music with an emphasis on telephone requests.
7			
8			
9	STEVE CLARK SHOW	C & W	Some of the newer sounds in country music mixed with the old C & W standards.
10			
11			
M	BUDDY NICHOLS SHOW	C & W	A combination of down-home humor & C & W music.

OVERALL TYPE C & W

Incorp. progrsms: Local News every hour, on the hour. Mutual News on the half hour. News break-ins whenever necessary. Weather information each hour of the day, along with Sports capsules.  
Overall Comments: The country-western image with a modern format atmosphere, including Wichita's best staffed & best equipped News Dep't. Our big News Dep't. is a recent move, and has already started to pay off in acquiring a wider range of listeners, both in Wichita & the surrounding area.

CBS Affil.  
1330 kc  
5,000 w

Wichita, Kansas

**KFH**

Indep.  
1480 kc  
5,000w day  
1,000w night

-525-

Wichits, Kansas

**KLEO**

Blair NAB

Robert Eastman Swanco RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	FARM WORLD TODAY	Talk-Serv.	Bruce Behyner is the best known Farm Dir. in Kansas
7	MORNING MAYOR SHOW		Dick's work at the mike shows the results of continuous reserch on records, bands, vocslists.
8	Dick Rippey		
9			
10	CONTACT Gus Grebe	Talk-Tel.Part. Int.Disc.	Thought provoking...devoted to the public interest. Frequently controversial subj.
11	ARTHUR GODFREY SHOW	Variety	
N	TOTAL INFORMATION NEWS	Talk-News	
1	WHEELER DEALER	Music Serv.	His knowledge of music and what it takes to get people to listen is smazing.
2	Jack Barry		
3			
4	NEWSLINE	Talk-Tel. Part.	Usually s long distance call to guest and then the listeners call in snd ask questions.
5	George Doyle		
6	BACK TO BIBLE	Talk	
	WORLD TOMORROW	Relig.	
7	GEORGE WELL'S SHOW	Talk-Tel. Part.	Our callers may discuss items of current local, national or world news... any number of subjects... snything in good taste.
8			
9	JOE PYNE SHOW	Talk-Int.Disc.	A new and interesting gueat dsily.
10	TOTAL INFORMATION NEWS	Talk-News	
11	NITELINE	Tsk-Tel. Part.	A stimulating, thought provoking program. Dick selects topics that sre controversial but in good taste.
M	Dick Rippey		

AM	PROGRAM	TYPE	COMMENTS
5	JOHNNY MITCHELL	Contemp.	You would never know it was dark outside when Skinny Johnny Mitchell is on the air
6	MICHAEL GREEN	Contemp.	It's not hard to get up and around in the morning when the radio is set to Michael at KLEO. His pace is bright snd enthusiastic. His music is todsy snd just right to start sny day. Michsel loves to get up early snd so do his listeners.
9	DON B. WILLIAMS	Contemp.	Late mornings is an easy time of dsy snd Don B's approach to format radio doesn't get on snybody's nerves. Something for everybody. Music paced for the time of day. Don B. is also KLEO's Program Director.
N	UNCLE HARVEY	Contemp.	As the dsy progresses, the pace quickens. Everybody in Wichits has their own Uncle Harvey. Harv knows how to tell it like it is. His special touch with music and chatter blends into the "more music" policy.
3	SCOTT WINTERS	Contemp.	There is not sn announcer in the mid-west who handles the pace of an afternoon drive show quite as good as Scotty. He's witty. He's bright. He's exciting. Scott knows what his audience wants snd gives it to them.
7	E. ALVIN DAVIS	Contemp.	E. Alvin Davis is KLEO's Music Director snd what better time of day for s M.D. is there than evenings. Dave eats, lives, snd sleeps music, and knows how to present it. Music, music, music, for E. Alvin Davis and his audience.
8			
9			
10			
11			
M	JOHNNY MITCHELL (to 6am)	Contemp.	One of the best paced mid-night to six men in the midwest.

OVERALL TYPE Talk - Telephone participation

OVERALL TYPE Contemporary

2am-5:45 Kevin Craig with music.

Five min. news at :45 with bannerlines at :15. Expanded news (10 min) at 7:45am with hunting snd fishing at 6pm and sports at 6:05pm. Station programmed to have a bright pace to match the time of day. Personalities do shows in such a way so that the program fits the time slot.

NBC Affil.  
1410 kc  
5,000 w day  
1,000 w night

-526-

Wichita, Kansas  
**KWBB**

H-R		NAB			
AM	PROGRAM	TYPE	COMMENTS		
5	MORNING SHOW	Pop.- Stand.	Bright current popular songs and the best of the albums plus NBC news on the hour keep the morning listener well informed. George Wilburn, the Operations Manager handles the records and comments. Ron Scott, News Director presents news on the hour and half hour. School lunch menu, birthday salutes, secretary of the day, community calendar, etc. to keep Wichita informed.		
6	George Wilburn				
7					
8					
9					
10	MORNING SHOW			Pop.- Stand.	Jerry Munday's years of experience make him a listening must for late morning. Jerry's brightness is the envy of most radio announcers.
11	Jerry Munday				
N	MATINEE			Pop.- Stand.	Bill Mingle, KWBB Sports Director, doubles as the housewife's favorite afternoon personality. Bill's down to earth easy style blends in with the popular & album selections.
1	Bill Mingle				
2					
3	MATINEE	Pop.- Stand.	Warren Anderson, a 15-yr. veteran, gives the going-home listener the latest traffic reports, road conditions, club calendar and other of-interest news along with bright sounding music.		
4	Warren Anderson				
5					
6	NEWSDAY	Pop.- Stand.	KWBB LOCAL NEWS, LOCAL SPORTS, LOCAL MARKETS, HUNTLEY-BRINKLEY EMPHASIS.		
7	NIGHT SOUNDS	Pop.- Stand.	Harry Johnson is the type of night time announcer that the listener, whether at home or mobile can't listen as background music Harry's excellent selection of bright popular and album music plus his off-the-cuff remarks keep the night set alert and listening. NBC news on the hr. and local news on the half hour along with 4 mobile news units.		
8	Harry Johnson				
9					
10					
11					
M					
OVERALL TYPE		Popular - Standard			

NBC News on the hour along with KWBB Local news on the half-hour keep Wichita well informed. A staff of 5 newsmen and 4 mobile units. KWBB employs only quality professional men who know how to sell an announcement and present a well rounded program.

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# WILKES BARRE

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WARM	6 12 18	40. 6-10a 35. 32.	35. 10-3p 30. 27.	40. 3-7p 35. 32.	25. 10-12m 20. 15.	12-6a On Request	80%	60%	4%	8%
WAZL *	13 26 52 104 156 260 312	Plus 20% over Day Rates	7.25 9-4p 7. 6.75 6.50 6.25 6. 5.75	Plus 20% over Day Rates	7.25 7-Off 7. 6.75 6.50 6.25 6. 5.75		5.80 5.60 5.40 5.20 5. 4.80 4.60			
WBAX	6 12 18 24	11.50 6-9a 11. 10.50 10.	10.50 9-4p 10. 9.50 9.	11.50 4-7p 11. 10.50 10.	10.50 7- 10. 9.50 9.	-----6a	80%	50%	17%	25%
WBRE	5 10 15 20 30	9.75 6:30- 9.50 9:30a	8.50 9:30-4p 8. 7. 6. 4.	9.75 4-7p 9.50 9. 8.50 7.			75%	50%	See Card	
WILK	12 18 24 30 36	10. 6-9a 9.50 9. 8.50 8.	9. 9-4p 8.50 8. 7.50 7.	10. 4-7p 9.50 9. 8.50 8.	9. Other 8.50 8. 7.50 7.		80%	Drive \$6 Other \$5		
WNAK *	26 52 104 156 260 312 500 1000	Drive time 25% higher	5.75 5.35 5. 4.60 4.25 3.85 3.50 3.10	Drive time 25% higher			4.70 4.40 4.05 3.75 3.45 3.10 2.80 2.50			
WPTS *	13 26 52 104 156 260 312 364	6.75 All periods 6.50 6.25 6. 5.75 5.50 5.25 5.					5.25 5. 4.75 4.50 4.25 4. 3.75 3.50			

Indep.  
590 kc  
5,000 w

-526-

Scranton, Pa. (Wilkes-Barre)

# WARM

NBC & MBS Affil.  
1490 kc  
1,000 w days  
250 w nights

Hazleton, Pa.  
(Wilkes-Barre, Pa.)

# WAZL

Robert Eastman

NAB RAB

Grant Webb

Vic Diehm Radio Group

NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	DON PAUL	Talk-Serv.	Complete farm features—from egg prices to vegetable sales in Phil. mkt. for day.
6	HARRY WEST	Stand. Pop.	Harry wakes up more people in Northeastern Penn. than all other Scranton/Wilkes-Barre stations combined. Fun & music & information put together by a man who has been entertaining in radio for 18 yrs. A native of Reading, Pa., married and five children -- with a family like that -- he hits home.
7			
8			
9			
10	BOB OLIVER	Stand. Pop.	In radio since 14 yrs. old. Primarily a newsmen for many years, informs and entertains housewives with what they want to hear and know. Bob's background is wide in broadcasting and his audience knows it. A native of Providence, R.I.
11			
N			
1	GEORGE GILBERT	Stand. Pop.	From 17 yrs. of broadcasting George certainly knows what the homemakers want to hear. Born & raised in Scranton, he knows the area well.
2			
3	TOMMY WOODS	Contemp.	A 7 yr. WARM vet, Tom knows how to keep everyone listening. Information for the traveler plus news. Sports Director Ron Allen informs the sports minded listener. Tom and Ron know the area for they are local lifetime residents also.
4			
5			
6			
7	JOEY SHAVER	Contemp.	The "NiteHawk" entertains the younger set because he knows exactly what they want. His knowledge of "oldies" is the best in the area. He informs with sports and information about the music and the artists that he plays.
8			
9			
10			
11			
M	DON PAUL (to 5am)	Stand. Pop.	Pilot of "Night Flight 590" includes weather, sports, time checks & music.

OVERALL TYPE Standard-popular & contemporary

10 min. News-In-Depth at 7am, 7:55am, and 5:55pm. To fully round out the full-time news department WARM is a charter subscriber to the full service of UPI Audio. Two mobile units for on-the-scene news coverage for important local news. A full-time sports department headed by Ron Allen, the most popular sports broadcaster in the area. Pro Sports of local interest with the Wilkes-Barre Barons basketball games, home and away.

AM	PROGRAM	TYPE	COMMENTS
5			
6	WAKE-UP SHOW Fred Williams	Pop.-Stand.	All up-tempo music, incorporating news and information features for the early riser and farming industry information.
7			
8	WAKE-UP SHOW Ron Jay	Pop.-Stand.	All up-tempo music, incorporating news & information features for drivers.
9	FRED WILLIAMS SHOW	Pop.-Stand.	Up-tempo mixed music, plus household hints, etc.
10	TOWN TALK Fred Williams Bob Sacco	Talk-Tel.Part.	Subjects of current interest. Guests sometimes.
11	FRED WILLIAMS SHOW	Pop.-Stand.	Fred has built up excellent following in past 3 yr
N			
1	VINCE LAPORTE SHOW	Pop.-Stand.	The music leans more toward the standard level than the above programming. It is designed to appeal to the age group 30 and up.
2	RON JAY SHOW	Pop.-Stand.	Mixed music with emphasis on non-rock popular.
3	SPEAK UP Ron Jay	Talk-Tel.Part.	Local officials are often guests on the program.
4	DINNER DATE	Album	Music to relax the listener interrupted only by necessary commercial material and news features.
5	Vince Laporte		
6	NEWS	News	
	POLKA TIME	Ethnic	Polkas and Chardas
7	BOB BERSH SHOW	Talk-Info.	General information program with news of special events in Hazleton and interviews. 15 min. expanded news
8			
9			
10	NITELY SERENADE Bill Graham	Stand. Pop.	Music leans heavy on standard side. A strictly adult format is used on this block which is most effectively handled by a mature personality. Program is interspersed with news and special events features.
11			
M			

OVERALL TYPE Popular - Standard

News every hour on the hour and half hour. Our five min. hourly broadcasts are followed with a local and state summary. Expanded news coverage at 8:00 AM (15 min.) and 6:00 PM (30 min.) including sports and WX features. Kitty Kahler provides us with daily features of a public service nature (used mainly in AM Times). Allen Roth, music and production director (formerly with NBC) provides many weekly hours of special music programs of a feature nature. When a local situation of major interest arises live discussions are frequently conducted.



MBS Affil.  
1240 kc  
1,000w day  
250w night

Wilkes-Barre, Pa.

**WBAX**

Gill-Perna

NAB

AM	PROGRAM	TYPE	COMMENTS
5	ALL NIGHT SHOW (from midnight)	Pop. Stand.	Pop. albums featuring adul oriented artists.
6	JOHNNY MARGIS SPEAK UP	Talk- Tel. Part.	Special features include traffic reports, birthdays and anniversaries, school menus, etc.
7			
8			
9			
10	JIM WARD SPEAK UP	Talk- Tel. Part.	Special guests often answer listeners questions. Other days audience suggests subjects of interest.
11	JOHNNY MARGIS SPEAK UP	Talk- Tel. Part.	Johnny returns for another telephone participation session with listeners.
N			
1	SAM LIGUORI SPEAK UP	Talk- Tel. Part.	
2			
3	CLINT MORSE SPEAK UP	Talk- Tel. Part.	
4			
5			
6	JONES EVANS SPEAK UP	Talk- Tel. Part.	
7			
8	DICK WHITAKER SPEAK UP	Talk- Tel. Part.	Late edition Speak Up has been on the air for six years.
9			
10			
11			
M	ALL NIGHT SHOW	Pop. Stand.	Popular albums featuring adult oriented artists.

OVERALL TYPE

Popular-standard & Telephone part.

NBC Affil.  
1340 kc  
1,000 w day  
250 w night

-529-

Wilkes-Barre, Pa.

**WBRE**

Meeker

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	SCOTT'S COFFEE SHOP	Pop.	Up-beat music. News, weather, time checks - sports- comedy - NBC features - Farm & Garden - Personality type show - Women in the news. Includes two-way banter with J. Kristopher. Joe has been on WBRE Radio & TV for 15 yrs. He is the Dean of morning men in Northeastern Pa. The host of 2 shows on WBRE-TV, he is known by just about all.
7	Joe Scott		
8			
9			
10	J. KRISTOPHER SHOW	Pop.	Music. Celebrity inter- views. Accent on music.
11			
N	NEWS BLOCK	Talk- News	NBC news - local news - sports - Emphasis - Joan Loyd Program - financial news - farm news, etc.
1			
2	GARRY McNULTY SHOW	Pop.	Music geared for the young housewife. News and NBC features.
3			
4			
5	DRIVING ALONG	Pop.	Up-beat music..time..news.. weather..scores. Packed with services for drive audience.
6			
7	DESIGNS IN MUSIC	Pop.	Emphasis on music. Music pace starts on an up-beat, softens as the evening grows later. NBC News and special features. Sports in season..baseball..high school football and basket- ball. College basketball.
8			
9			
10			
11			
M			

OVERALL TYPE

Popular-Standard

National News from MBS on the half-hour from 6:30am to 11:30pm.  
Local news prepared by our News Department on the half-hour immediately preceding MBS News.  
Stock Market reports on the hour from 11am to 6pm.  
Weather at:15 & :45, also incorporated within local news.

ABC Affil.  
980 kc  
5,000 w day  
1,000 w night

-570-

Wilkes-Barre, Pa.

**WILK**

Indep.  
730 kc  
1,000 w

Nanticoke, Pa.  
(Wilkes-Barre)  
**WNAK**

Avery-Knodel

NAB RAB

Burn-Smith

NAB

AM	PROGRAM	TYPE	COMMENTS	AM	PROGRAM	TYPE	COMMENTS
5				5	TIMEKEEPER'S Show	Stand.-Pop.	Wake up show with WNAK personality Bob Neilson mixing good music with conversational chatter. Emphasis: Glenn Miller-Artie Shaw-Dorseys-Pied Pipers, etc. Interspersed with sports and news.
6	AL WOLFE	Pop.-Stand.	Al does the "Wake-up" show on WILK with a mixture of music, time checks, weather, news and "a little bit of stuff and nonsense in between". The latter consists of "voice tracks" (which appear out of nowhere) and jokes, which he uses to lead into spots. Al is also Program Director of WILK with 14 yrs. exper.	6	Bob Neilson		
7				7			
8				8			
9				9			
10	BREAKFAST CLUB Don McNeill	Variety		10	COFFEE SPILLER'S SPECIAL Frank Murman	Stand.-Pop.	
11	GUY RANDALL GO-BETWEEN	Pop.-Stand.	As host of the "Go-Around", Guy features the bright album sounds and the better pop 45's of the day. Only the best artists are spotlighted, both established and the up-and-coming. The four hours are well rounded on the Guy Randall "Go-Around". 3 yrs. broadcast experience.	11	HYMN TIME		
N				N	SOUVENIR ALBUM	Album Stand.	
1				1	YEAR OF THE BIBLE	Relig.	
2				2	KING OF THE ROAD SHOW	Pop. Stand.	
3	DAN STENGER	Pop.-Stand.	Dan features music for the whole family...choice pop tunes and standards - no R & R. Relaxed, witty, and highly professional, Dan has a pleasant style that has made him a strong local personality. 13 yrs. broadcast experience.	3	Frank Murman		
4				4			
5				5	SOUVENIR ALBUM	Stand.	
6	NEWS BLOCK	Talk-News		6			
7				7			
8	DON BRUCE (Mon. & Wed.)	Pop.-Stand.	Albums by established artists in addition to single releases by some more talented newcomers, current pop tunes and standards along with sports, weather & time checks. Fast pace and happy sound. Don Bruce has 6 yrs. broadcast experience. He served as announcer at Bethlehem and Allentown stations previously. Barry Michaels has 1 yr. experience, and a strong show business background.	8			
9	BARRY MICHAELS (Thurs. & Fri.)			9			
10	BANDSTAND			10			
11				11			
M				M			
OVERALL TYPE				Standard-Popular			

News at :55  
Local news at :25

Local news and remotes - United Press International.

WNAK broadcasts local sports. Our sportscaster is Tom Jones, former professional football player in Montreal. Excellent play-by-play and sports interviews.

Indep.  
1540 kc  
1,000 w

-531-

Pittston, Pa.  
(Wilkes-Barre)  
**WPTS**

Charles Bernard

AM	PROGRAM	TYPE	COMMENTS
5			
6			
7	WESTERN JAMBOREE Cranberry Gilroy	C & W	The tops in C & W music plus Cranberry pick hit of the week and Cranberry Fan Club. Has a large and loyal following-factory listening audience. Carol Lee (a Western Gal) shares time with him, giving household hints, weather, interviews, etc. of interest to men and women.
8			
9			
10			
11	FIORANIS VARIETIES	Ethnic (Ital.)	Italian program featuring imported records.
N	240 SOUND	Pop.- Contemp	Features Oldies & Goodies, time checks, weather reports and sports. Factory listening audience.
1			
2			
3			
4	POLKA PARTY Mike Ross (Pan Mike)	Ethnic	Features the latest polkas, chardassas, obereks. Pan Mike appears as MC at social gatherings. Has large, loyal listening audience. Pan Mike is a 12 yr. old pro in radio. The Polka Party is the most imitated but never duplicated program in the area.
5			
6			
7			
8			Sunrise to local sunset
9			
10			
11			
M			
OVERALL TYPE		C & W - Ethnic	

News summary on the hour. News in brief on half-hour.  
Sports - 8 am, 12:35 pm & 6pm.  
Religious - 7 am. Mon. through Sat.  
Employment Office Report - Mon, Wed, Fri. - 1:31-1:35  
Community Bulletin Board - Mon thru Sat. 1:30 pm.  
WPTS salutes a factory in the area daily. Factories are invited to send in requests and news pertaining to their factory. We have received numerous letters commenting on this feature.

# WILMINGTON

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WAMS	12	16.	6-9a	12.	9-3p	16.	3-7p	12.	Other	80%	50%	
	18	15.		11.		15.		11.				
	24	14.		10.		14.		10.				
	30	13.		9.		13.		9.				
	36	12.		8.		12.		8.				
WDEL	6	21.	6:30-10	16.	10-4p	18.	4-7p	16.	Other	80%	50%	
	12	19.		15.		16.		15.				
	18	18.		14.		15.		14.				
	24	17.		13.		14.		13.				
	30	16.		12.		13.		12.				
WILM	5	9.50	All periods							80%	60%	See Card
	7	9.										
	10	8.50										
	14	8.										

For just **\*\$45** you can have your own copy of the **1968 RADIO PROGRAMMING PROFILE . . .** including full-year updating service. **\*(ADDITIONAL COPY PRICE)**

BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1,000 w night  
5,000 w day  
1380 kc

Wilmington, Del.  
**WAMS**

Rollins Rollins Group Station NAB

AM	PROGRAM	TYPE	COMMENTS
5	NIGHT BEAT (from midnight)	Pop. Contemp.	Ron Carlyle and Bob Keefer.
6	RICHIE ALLEN SHOW	Pop. Contemp.	Time, Weather, Sports Scores, School and Community Activities along with the "softer" hit records, Traffic Reports from mobile unit, plus Wilmington's zaniest air personality.
7			
8			
9			
10	ROGER HOLMES SHOW	Pop. Contemp.	Same as above but with "soft- er sell" and more emphasis on community events (No mobile unit traffic reports unless conditions warrant). With WAMS over 11 years, housewives favorite D.J.
11			
N			
1	BOB HOLLANDS SHOW	Pop. Contemp.	Bright and breezy Bob keeps listeners happy with his <u>more music</u> policy.
2			
3			
4	PHIL SCOTT SHOW	Pop. Contemp.	Similar to 5am to 9am show but slanted to workers and students just returned or re- turning home. "Funny Phil" keeps things moving for his listeners even when they're trapped in a traffic jam.
5			
6			
7			
8	GEORGE GRAY SHOW	Pop. Contemp.	"Swingin" sounds, school activities, sports results, tomorrow's events, etc. George's sparkling style sells listeners and sponsors on WAMS
9			
10			
11			
M	NIGHT BEAT - Ron Carlyle & Bob Keefer	Pop. Contemp.	"And The Beat Goes On!" All night long on Wilmington's only fulltime A.M. station.

OVERALL TYPE Pop.-Contemporary

News 5 min. before each hour; 15 min. newscasts at  
7:45 am, 11:45 am and 5:45 pm.  
Sports news at 8:25 am and 6:25 pm.  
Business facts at 7:25 am.  
The station's music and personalities are geared to the  
modern young adult, although it's audience includes many  
teens and older adults too.

NBC Affil.  
1150 kc  
5,000 w

-533-

Wilmington, Del.  
**WDEL**

Meeker Steinman Station NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	BILL HORLEMAN'S MUSICAL CLOCK	Stand.	Bill's Musical Clock is bright and easy going. His contemporary approach and music interests give a current, but adult sound to the program. Local news every half hour. NBC News, weather, sports and commu- nity events are featured throughout the show.
6			
7			
8			
9	MID MORNING FEATURES	Talk- Tel. Part.	Mr. Goodwill-best-known voice in Del. Tel. quiz show-plenty of cash prizes.
10	DICK AYDELOTTE	Stand.	Dick Aydelotte has been Wilmington's Mid-Morning favorite since the mid- fifties. Show is filled with exclusive features, good music, and his warm personal touch.
11			
N			
1	BILL PHEIFFER	Stand.	Bill's afternoon program is a music show with broad appeal. Local News, NBC News, and Emphasis are fea- tured. Bill Pheiffer has a warm manner, and very pleas- ant voice. His show has been a big favorite with the Midday women's audience.
2			
3			
4			
5	DICK GRAHAM	Pop.- Stand.	A bright late afternoon "Going Home" show with big voice of Dick Graham.
6	INFORMATION 75	Talk- News	75 minutes of news and information.
7	VOICE OF THE PEOPLE	Talk Tel.Part.	Most talked about, listened to public forum in Del. Jim Reeves of WDEL NEWS
8	MIKE CONNOR	Pop.- Stand.	Music planned for evening with Local News, NBC News, weather and information. Mike Connor is a solid believer in strength of nighttime radio. He puts in the extra touch that has built a large faithful audience.
9			
10			
11			
M			

OVERALL TYPE Pop.-Stand.

NBC News on the hour, most hours.  
Emphasis on the half-hour.  
Sports include Phillies Baseball - Phila. Eagles Football  
Delaware State Championship - Sports - Special Racing.  
WDEL is modern radio programmed for today's greater  
Wilmington area. News is the backbone. Music is a  
bright blend of the best contemporary and familiar  
standards. Heavy local service, Regional and National  
sports.



MBS Affil.  
1450 kc  
1,000 w day  
250 w night

-534-

Wilmington, Del.

**WILM**

Adam Young

AM	PROGRAM	TYPE	COMMENTS
5			
6	BOB CORSE SHOW	Pop.-Stand.	Meet "The Early American"-Bob Corse. Bob has a wide awake show, filled with a bubbling mixture of music and fun to brighten any day. All other features skillfully handled; local and network news, weather, time checks, overnight sports and traffic reports. Bob really gives the dawn a break in Wilmington.
7			
8			
9			
10	JIM REILLY SHOW	Pop.-Stand.	Gentleman Jim is just that. His selling and entertaining approach is smooth and effective. Midday listeners like his easygoing approach. Jim's music is bouncy, but not brash. Comedy contests, even with tiny prizes, draw unusual listener response.
11			
N			
1			
2	RAY FREEMAN SHOW	Pop.-Stand.	Modern music in the Freeman/mood shortens the long after noon. Music is the main ingredient in this easy-listening show, along with the Delaware Valley's best coverage of all sports events. Listener contests add to the fun.
3			
4			
5			
6	EVENING REPORT Pete Haley Bob Kelley	Talk-News	Complete wrap-up of the day's news.
7	TED MATTHEWS SHOW	Pop.-Stand	This is where the action is! Fresh, come alive sounds are the mainstay of the show, because Len plays what his listeners want. Contest fun continues, along with many other popular good listening ideas.
8			
9			
10	COMMENTARY	Talk-News	George Hamilton Combs Fulton Lewis - News
11	IT'S YOUR NICKEL	Talk-Tel. Part.	Pioneer program of controversy and commentary. Most listened to program on the air since late 40's, begun by Joe Pyne. Extremely popular.
M	Jim Termine		
	OVERALL TYPE	Popular-Standard	

MBS News every half-hour. Local News every hour. Sports - Bob Kelley is the sports voice of Delaware. His nightly sports program, 6:10 PM, is #1 with fans, as is his play-by-play coverage of University of Delaware football, originated by WILM on a State-wide network. In addition, Kelley does play-by-play coverage of all high school basketball teams in both independent and Blue Hen conferences and Delaware basketball. He also serves as publicity coordinator for Delaware Park and broadcasts from there over WILM during their 70 day meet.

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**THAT CAN MAKE**

**PLANNING AND BUYING**

**EASIER FOR YOU?**

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# WORCESTER

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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WAAB *	26	9. 6:30-9a	7.25 9-4:30p	9. 4:30-7p	7.25 7-1a		75%	50%		
	52	8.	6.50	8.	6.50					
	104	7.50	6.	7.50	6.					
	156	7.	5.75	7.	5.75					
	260	6.50	5.50	6.50	5.50					
312	6.	5.25	6.	5.25						
WTED	6	19. 6-10a	18. 10-3:30	19. 3:30-6:45p	14. 6:45-12m	7. 12-6a	75%	50%	10%	15%
	12	18.	16.	18.	12.	6.				
	18	16.	14.	16.	10.	5.				
	24	14.	12.	14.	8.	4.				
WORC	6	20. 6-9a	18. 9-3p	20. 3-7p	13. 7-12m		80%	60%	5%	10%
	12	18.	16.	18.	12.					
	18	16.	14.	16.	11.					
			13.		10.					
WTAG	6	29. 6-9a	19. 9-3p	23. 3-6:30p	13. 8-12m		80%	60%	5%	10%
	12	27.	18.	22.	12.					
	18	25.	17.	21.	11.					
	24	23.	16.	20.	10.					
	30	21.	15.	19.	9.					

ABC Contemp.Net.  
1440 kc  
5,000 w

-536-

Worcester, Mass.

**WAAB**

Indep.  
1230 kc  
1,000w day  
250w night

Worcester, Mass.

**WNEB**

Jack Masla

NAB

McGavren-Guild-PGW

AM	PROGRAM	TYPE	COMMENTS
5	MORNING SHOW	Pop. Contemp.	Music, news, sports, time and weather.
6			
7			
8			
9			
10			
11			
N			
1			
10	B.J. DEAN SHOW	Pop. Contemp.	Music, news, sports, time and weather.  Paul Harvey News at noon. News & commentary.
11			
N			
1			
2			
3			
4			
5			
6			
7			
8			
3	BILL GARCIA SHOW	Pop. Contemp.	Music, news, time, weather.
4			
5			
6			
7			
8			
9			
8	JEFF STARR SHOW	Pop. Contemp.	Music, news, weather, personality.
9			
10			
11			
M			

OVERALL TYPE Popular-contemporary

American Contemporary News at :55 in drive time. Local News at :35 in drive time. Exclusive: Dial in weather phones, stock phones. AM Programming directed to 15-35 year age group. WAAB-FM directs programming to over 25 with complete separate good music programming. Maximum six commercials per hour. Only AM & FM combined station in Worcester. FM frequency 107.3

AM	PROGRAM	TYPE	COMMENTS
5	PAUL LARSON SHOW	Pop.- Stand.	A 20 yr. morning man with bright music, time checks, school lunch menus, sports scores and general info. for AM drive. News with Robert Schenck every half-hour. WNEB Meteorologist presents weather reports 5 times beginning at 5:55.
6			
7			
8			
9			
10			
11			
N			
1			
	SHIRLEY MATSON	Talk	Humorous-helpful-chit chat.
10	ARTHUR GODFREY SHOW	Variety	CBS News precedes this famous CBS personality.
11			
N			
	CONTERPOINT	Talk-Tel. Part.	Guest expert with emphasis on local issues. Past guests - Al Capp, Jackie Mason, etc.
	NEWS AT NOON	Talk	Schenck, O'Connor, Hyder, Larsen - news, stocks, etc.
1	TERRY O'CONNOR	Pop.- Stand.	Terry, a good music host supplies modern sound in a bright, entertaining format. CBS News on the half-hour.
2			
3			
4			
5			
6			
7			
6	NEWS BLOCK J. Hyder T. O'Connor	Talk- News Sports	News-sports-stock mkt.-weather-WNEB Meteorologist-Local sports show-Lowell Thomas-CBS News-World Wide Sports.
7			
8	MUSIC FROM STUDIO B	Pop. Stand.	
9			
10	JOE SLEZAK SHOW	Pop. Stand.	MOR music until 5am. Comedy hour between 1-2am, features the best in comedy albums. News hourly on the half-hour.
11			
M			
			Until 5am

OVERALL TYPE Popular-standard

CBS News on the hour. Local news on the half-hour. CBS News Roundup-8am. 12 noon news includes WNEB Byline editorial daily. Boston Celtics-Boston Bruins, plus H.S. sports preempt the evening hours from time to time. N.Y. Giants football - college basketball. Adult, lively format on the only 24 hr. AM station.

Indep.  
1310 kc  
5,000w day  
1,000w night

Worcester, Mass.  
**WORC**

Robert Eastman

AM	PROGRAM	TYPE	COMMENTS
5	LEN TALBOT SHOW	Pop. Stand. Talk-Tel. Part.	5-7am, "Sports Magazine of the Air" Includes quiz - features of general sports interest - sports items of area and national interest. Live phone line in use for quiz portions. 9-10-Yankee Trading Post". Largely housewives, buying, selling and trading household items by phone. Farm Round Up-Joseph Casella with market reports, farm tips, advice. Len Talbot joined WORC three years ago. He intersperses music with the above features.
N	OPEN HOUSE PARTY Bob Bryar Johnny Gardner	Pop. Stand. Contemp. Talk-Tel. Part.	The all-request, all afternoon show has been a Worcester institution since 1955. It features favorite requested songs, with a liberal sprinkling of audience participation features and contests. Special telephone operators are kept busy answering five lines. Many great old records are interspersed with popular songs of today. Recording stars often drop in and are interviewed in the studio.
6	OPEN HOUSE Ron Frizzell	Stand.	"Golden Oldies"-mail requests played.
7	ROUTE 131 SHOW Dave Thompson	Contemp.	Audience participation, contests, and the contemp. music of today with a generous share of "pop-oldies". These old records combine advantageously with today's pop sound.
M	JEFF STARR ALL NITE SHOW	Contemp. Jazz-Std.	(to 4:45am)
OVERALL TYPE		Popular-standard	

WORC News - every hour on the hour. Additional newscasts on the half-hour during drive time. Weather - complete reports on the half-hour. Editorials are frequently aired on matters of local significance.

NBC Affil.  
580 kc  
5,000 w

-537-

Worcester, Mass.  
**WTAG**

Blair

NAB

AM	PROGRAM	TYPE	COMMENTS
5	FARM ROUNDUP	Talk	In cooperation with Worcester Extension Service.
6	RONDEZVOUS Ron Pobuda	Pop.-Stand.	Program includes thorough news coverage, weather reports and lively pleasant music. Pobuda's campaign for the Worcester Science Museum's new zoo brought in 5,000 poems and essays about animals from kids.
9	JULIE CHASE	Talk-Int.	Matters of family concern. Interviews with guests.
10	ACCENT J. Bruce	Pop.-Stand.	Bright, lush or lyrical, the Accent is on the music that's part of our popular musical heritage.
N	ACCENT Ken Sawyer	Pop.-Stand.	Midday music for the homemaker.
2	CHANGE OF PACE J. Bruce	Pop.-Stand.	Music for young America - Petula Clark - Eydie Gorme-Jack Jones - Andy Williams.
4	CHANGE OF PACE Ken Sawyer	Pop.-Stand.	Steady flow of music - news - weather - sports - for the drive-home audience.
6	6 O'CLOCK REPORT	News	Comprehensive news.
7	TALK OF THE TOWN Bob Gamere	Talk-Int. Tel.	Bob interviews guest for a half hour, then listeners take over in a lively uninhibited give & take.
8	DIVERSION Paul Dean	Pop.-Stand.	Bright, bouncy format featuring performers from all the entertainment media-- Broadway shows, etc.
10	CONCERT HALL Don Spencer	Class.	Commentary about music and composers by Spencer.
11	MUSIC 'TIL MIDNIGHT Paul Dean	Album	The mood is reflective. Music programmed to provide a restful close to the day.
M			
OVERALL TYPE		Varied	

NBC News On The Hour - 7AM to Midnight except 1PM and 6pm  
NBC Emphasis on the half-hour 9:30AM to 3:30 PM  
All NBC Sports  
4:30 PM - David Brinkley; 5:10 Chet Huntley.  
6 man news staff headed by News Director Dick Wright.  
Wright presents his Perspective and Analysis of the News 5 times daily. NBC Monitor weekends. Metropolitan Opera. Holy Cross Football and Basketball.

*A New Service for Advertisers from*

# **M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

## **RESEARCH**

—TOP 50 MARKETS—

### **Competitive Information for All National Products Within 48 Hours**

Automobile Tires	Corsets	Hosiery	Pipes
Automobiles	Cough Syrups	Ice Cream	Polishes (Auto)
Batteries	Cream (Dental)	Insect Powder	Potato Chips
Blankets	Cream (Face)	Insurance	Radios
Bleach	Cutlery	Laxatives	Razors
Boats	Dairy Products	Lingerie	Refrigerators
Borax	Dancing Schools	Liniment	Resorts
Breakfast Foods	Dentifrices	Liqueurs	Salad Oils
Bus Lines	Deodorizers	Lubricants	Shoes
Cameras	Detergents	Margarines	Soap (Toilet)
Canned Goods	Dinnerware	Mechanical Toys	Soap (Powder)
Candy	Disinfectants	Milk	Soft Drinks
Carpets	Dog Food	Mixes (Cake)	Soups
Cat Food	Electric Fans	Motor Oils	Spark Plugs
Cereals	Electric Shavers	Motor Trucks	Sugar
Cheese	Electric Toasters	Motorcycles	Syrups
Chlorides	Floor Covering	Mufflers	Tea
Cigarettes	Frozen Foods	Nuts	Tobacco
Cigars	Fruits	Oil (Cooking)	Tools
Cleansers	Furs	Pancake Flour	Toys
Coffee	Ginger Ale	Peanuts	Trucks
Condiments	Grape Juice	Pens	Vacuum Cleaners
Cordials	Gum	Perfumes	Washing Machines
Cosmetics	Hair Tonics	Pianos	Watches

**And Many Others!**

*Call Jan Carlson, Research Director*

**M<sup>c</sup>GAVREN-GUILD-PGW RADIO, INC.**

America's Foremost Exclusive Radio Station Representatives



## WEEKLY ANNOUNCEMENT PLANS GUIDE

This guide is intended to help you **ESTIMATE** the cost of a single station or a multi-station spot radio campaign... quickly, and with great accuracy.

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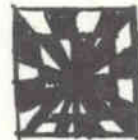
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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WYOW	6	15. 6-9a	12. 9-4p	15. 4-7p			75%	50%	5%	10%
	12	14.	11.	14.						
	18	13.	10.	13.						
	24	12.	9.	12.						
	30	11.	8.	11.						
WORK	6	14. 6:30-10	10. 10-4p	11. 4-7p	10. Other		80%	50%		
	12	13.	9.	10.	9.					
	18	12.	8.	9.	8.					
	24	11.	7.	8.	7.					
	30	10.	6.	7.	6.					
WSBA	6	28. 6-10a	26. 10-3p	28. 3-7p	20. 9-12m	6. 12-6a	80%	60%	4%	8%
	12	27.	24. 7-9p	27.	18.					
	18	26.	22.	26.	17.					

ARE YOU AN UNDERLINER? . . . A NOTER? A DOODLER? . . .

THEN GET YOUR OWN COPY OF

THE 1968 RADIO PROGRAMMING PROFILE.



BF/COMMUNICATION SERVICES, INC.  
341 MADISON AVENUE, NEW YORK 10017  
PHONE (212) MU 6-2149

Indep.  
1250 kc  
1,000 w

-540-

York, Pa.  
**WNOW**

NBC Affil.  
1350 kc  
1,000 w night  
5,000 w day

York, Pa.  
**WORK**

McGavren-Guild-PGW Rust Stations WAB

Meeker Steinman Stations NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	CHUCK HUNTER SHOW	C & W	Bright, happy sound. Numerous quickie telephone contests. Birthday Corner. Ratings continue to rise.
7			
8			
9	PAUL CHRISTY SHOW	C & W	Housewives (everyone else too) enjoy the show. Bright, easy household tips, recipes, etc.
10			
11			
N	NEWS & FARM SHOW	Talk	Expanded News - RFD 1250
	OPEN MIKE Paul Christy	Talk-Int.Disc	Telephone participation by audience.
	CHUCK HUNTER	C & W	
2	DUANE BECK SHOW	C & W	Contests that hold the listeners day after day, year in, year out. Known and respected by all the stars.
3			
4			
5			
6	LOU DARK SHOW	C & W	Follows "Playlist format" until 10pm, then features top album till midnight. Hundred of album requests indicate the popularity of the show.
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	BUCK BENSON SHOW	Pop.-Stand.	News, weather, commodity prices, AP & local news, U.S. Weather Bureau report.
6			
7	AL GREGSON SHOW	Pop. Stand.	Joe Garagiola sports; NBC & local news, AP & local news; weather from the U.S. Weather Bureau; Baby Time
8			
9	GOOD MORNING NEIGHBOR	Pop. Stand.	Emphasis; AP & local news; NBC News.
10			
11	DOC DAUGHERTY SHOW	Pop. Stand.	NBC Emphasis; AP & local news; NBC News; Downtown York Segment; One Moment Please
N			
	WHEEL OF FORTUNE		NBC Emphasis; Wheel of Fortune
	AL GREGSON SHOW	Pop. Stand.	AP & local news; Carouael Calendar; NBC News; NBC Emphasis
1			
2			
3	DOC DAUGHERTY SHOW	Pop. Stand.	NBC Emphasis; AP & local news; NBC News
4			
5	VOICE OF THE PEOPLE		NBC News; Report on Sports; AP & local news.
6	NEWS-SPORTS-BUSINESS	Talk	Evening Edition; NBC & Area News; etc.
7	STAN DEPPEM SHOW	Pop. Stand.	NBC News: Chet Huntley; NBC News of the World; Weather Bureau: Meet the Press; AP & Local news; The Best from Interlochen; Library Hour; Commentary; Sports; Daily Business Trends
8			
9			
10			11-11:30 - late Edition NBC, AP & Local news; Sports, etc.
11			
M			

OVERALL TYPE Country & Western

OVERALL TYPE Popular-Standard

News at :55. Expanded Newscasts (15 min.) at 8am, 12noon and 6pm. Special Events - Editorials - Comment - headed by a full time News Director.

Local news on the hour and half-hour.  
NBC News  
NBC Emphasis  
Baltimore Orioles Baseball  
Phila. Phillies Baseball  
For three consecutive years, WORK was awarded more AP News awards than any other station in Pa.

Indep.  
910 kc  
5,000w day  
1,000w night

-541-

York, Pa.

**WSBA**

Robert Eastman Susquehanna Bdcstg. NAB RAB

AM	PROGRAM	TYPE	COMMENTS
5	GIL DAVID SHOW	Pop.	from lam.
	ON THE FARM	Serv.	Central Penn.'s oldest & most respected farm service program. WSBA and farm families get comprehensive news coverage of local, state & national farm happenings, including weather, markets, & guests such as the County Agent. As manager of Sinking Springs Farms - one of the largest in the area - Herman is a 25 yr. vet of WSBA's farm hr. A member of NAFB, the Pa. Artificial Breeders Assoc., A Dir. of the Holstein Breeders Assoc., a former member of the Pa. State Legislature.
6	AL WOLFE SHOW	Pop.	
7			WSBA has dominated Central Penn. for 10 consecutive years (5 County Pulses-1958 thru 1967). Staff of 40 professionals create a balanced listening fare of service, news, information & entertainment.
8			
9	LEN WOLOSON SHOW	Pop.	News & Information-8 newsmen provide: traffic info.; road conditions; emergency features such as Operation Contact, Operation Snowflake; weather services include private TRC feeds daily, plus U.S. Weather Bureau; UPI Audio; Station editorializes frequently; Flash-back.
10			
11			Public Service-Meaningful projects include charity drives; Look Up to Learning; safety campaigns; etc. WSBA's numerous awards attest to importance station attaches to public service.
N	LARRY HALL SHOW	Pop.	
1			Entertainment-Professional air personalities play bright, carefully selected music, plus Cash Call, seasonal contests, audience participations, etc.
2			
3	DAN DONAVAN SHOW	Pop. Contemp.	Winner of 1967 Sigma Delta Chi Distinguished Services Award in Radio Editorializing.
4			
5			
6	DON STEELE SHOW	Pop. Contemp.	
7			
8			
9			
10	PETER PORTER SHOW	Pop. Contemp.	
11			
M			
OVERALL TYPE		Pop.-contemp.	

1 15-min. newscast 7:30-7:45am, Monday-Saturday. MORNING REPORT. 26 5-min. newscasts at :55, and at 8:25am & 12:25pm. 21 2-min. Headline capsules at :28.

Balanced popular music, Pick Hit, Million Sellers, memory tunes, album selections. Music is varied from day-part to various audience segments.

**SHOULDN'T YOU HAVE  
YOUR OWN COPY  
OF THE  
1968  
RADIO PROGRAMMING  
PROFILE?**

BF/COMMUNICATION SERVICES, INC.  
341 Madison Avenue New York 10017  
Phone: (212) MU 6-2149

# YOUNGSTOWN

## WEEKLY ANNOUNCEMENT PLANS GUIDE

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STATION	PLAN	MORNING DRIVE	DAYTIME	AFTERNOON DRIVE	EVENING	NIGHTTIME	30 SEC.	10 SEC.	26W DISC.	52W DISC.
WBBW	6	20. 6-9a	18. 9-3p	20. 3-7p	14. Other		80%	50%	5%	10%
	12	19.	17.	19.	13.					
	18	18.	16.	18.	12.					
	24	17.	15.	17.	11.					
	30	16.	14.	16.	10.					
WFMJ	6	20. 6-9a	17. 9-4p	20. 4-7p	14. 7-12m		80%	50%		
	12	19.	16.	19.	13.					
	18	18.	15.	18.	12.					
WHHH	6	9. All periods					75%	50%		
	12	8.50								
	18	8.								
	24	7.50								
WHOT	6	31. 6-9a	27. 9-3p	31. 3-7p	23. 7-12m		80%	50%	4%	8%
	12	30.	25.	30.	21.					
	18	28.	24.	28.	20.					
	24	27.	23.	27.	19.					
WKBN	6	29. 6-10a	18. 10-3p	24. 3-7p	15. 8-12m		80%	50%		
	12	28.	17. 7-8p	23.	14.					
	18	27.	16.	22.	13.					
	24	26.	15.	21.	12.					
WNIO *	26	6.80 6-9a	6.20 9-3:30p	6.80 3:30-6p	6.20 6-Off		75%	60%		
	Freq.	6.50	5.90	6.50	5.90					
	Rates	130 6.20	5.60	6.20	5.60					
	260 5.80	5.30	5.80	5.30						
	520 5.10	4.60	5.10	4.60						
	1040 4.70	4.30	4.70	4.30						
	1300 4.60	4.20	4.60	4.20						
	1560 4.50	4.10	4.50	4.10						

ABC Entertainment Net.  
1240 kc  
1,000w day  
250w night

Youngstown, Ohio  
**WBBW**

NBC Affil.  
1390 kc  
5,000 w

-543-

Youngstown, Ohio  
**WFMJ**

H-R

NAB

McGavern-Guild-PGW

NAB

AM	PROGRAM	TYPE	COMMENTS
5			
6	MAYOR OF THE MORNING Dan Ryan	Album Show & Movie	Dan Ryan has been with the station for 19 years, does outstanding sales presentation on the air, with believability.
7			
8			
9	OPEN MIKE Dan Ryan	Talk-Tel. Part.	First program of its type in mkt. Received 5 awards from various associations.
10	Don McNeill SHOW	Variety	Long-time favorite from ABC Entertainment Network.
11	JOE PYNE SHOW	Talk-Int. Disc.	Syndicated program extremely well received in the Youngstown market.
N	PAUL HARVEY	Talk-	ABC Network- News
	Local News	Talk-	Tom Holden- complete news
1	TRADIO	Talk-Tel. Part.	Old "Swap-Shop" idea. Very successful.
2	THE WONDERFUL WORLD OF MUSIC Jack Horton	Album Show & Movie	Relaxed afternoon music for relaxed mood.
3			
4			
5			
	SPORTS PARADE	Talk	Joe Valicenti-sports news
6	EVENING REPORT	Talk	Local News, Stock News, etc.
	CANDLELIGHT & SILVER	Album	On the air for 18 years
7	TOM HARMON SPORTS	Talk	ABC Network
	IN-DEPTH REPORT	Talk-News	ABC News Commentary - Dreier and Joseph C. Harch
8	DANCE TIME Dave Maynor	Album Show & Movie	Program pre-empted when necessary by stations's heavy sports coverage. Cleveland Indians baseball, Browns football, scholastic football, Youngstown Univ. basketball, etc.
9			
10			
	PUBLIC AFFAIRS FORUM	Talk	Topics of nat'l interest.
11	LATE EVENING REPORT	Talk	Local news and sports
	LET'S TALK ABOUT IT	Talk	Local discussion program
M	NOCTURNE	Album	Romantic program - relaxed listening.
OVERALL TYPE		Album and talk	

Local news is primary coverage with ABC Network at :30 augmenting during the day. Station features over 50 regularly scheduled sportscasts each week, at 7:35, 8:05am, 5:45, 6:25, 7:10 and 11:05pm. Exclusive Pin-Point Weather forecasts 7:55am, 12:25 and 5:15pm, prepared by station meteorologists. During baseball season WBBW carries full Cleveland Indians games. During fall, Cleveland Browns and Notre Dame and Kent St. football as well as H.S. football. WBBW carries Youngstown Univ. and local H.S. basketball.

AM	PROGRAM	TYPE	COMMENTS
5	BOB FITZSIMMONS SHOW	Stand.	Time, weather, temperature, news, plus up-beat middle-road music, and the witty approach of versatile Fitz.
6			
7			
8			
9	KEN ALLAN SHOW	Stand.	Up-beat, middle-road music, news, approach geared to housewives.
10			
11			
N			
1			
2	MICKEY KRUMPAK SHOW	Stand.	Up-beat, middle-road music, news, NBC features...aimed at today's modern adult.
3			
4			
5			
6	SOUND OFF	Talk	Telephone talk show, with listener participation, plus breaks for news.
7			
8			
9			
10	ORCHESTRA HALL	Class.	
	THE WORLD TOMORROW	Talk	Garner Ted Armstrong
11	NIGHTTIME	Stand.	Music-news News Block (11-11:15) news, weather, sports
M			
OVERALL TYPE		Standard	

WFMJ is the only station with a competely adult-oriented music format, featuring upbeat, middle-road music centering around familiar artists and familiar tunes. WFMJ is community-minded, and offers the most complete news coverage. WFMJ broadcasts Ohio State football, as well as outstanding local highschool football and basketball games. Local programming, coupled with NBC programs, give us the best sound in the area, all aimed at the important 18-50 group.



Indep.  
1440 kc  
5,000 w

-544-

Youngstown, Ohio  
**W H H H**

Indep.  
1330 kc  
500w day  
1,000w night

Youngstown, Ohio  
**W H O T**

Gill-Perna

NAB RAB

Robert Eastman

AM	PROGRAM	TYPE	COMMENTS
5			
6	FLOYD RYEL	Pop. Stand.	Floyd's good nature and his casual comments about people and things have earned him a large and solid morning audience. He knows what kind of show the industrial Mahoning Valley wants in the morning and he gets results.
7			
8			
9	WINIFRED BERRY	Pop. Stand.	In her sincere & charming way, presents birth announcements, club & church news, anecdotes, fashion hints and interviews, etc.
10	FLOYD RYEL		
11	DAILY SHOW	Pop. Stand.	Bill Bedell plays the music with adult appeal. 5 mins. news every hour on the hr. Bill directs his show to all types of listening audiences, particularly the lady of the house.
N			
1			
2	MATT STEVENS	Pop. Stand.	With music for the women's audience, the first hour of Matt's show is beamed right where our sponsora want it. Low-pitched, tightly-knit, solidly commercial hour that pays big dividends in sales. A more casual approach from 3-5pm. From 5-6pm music for the drive-time audience.
3			
4			
5			
6			
7			
8			
9			
10			
11			
M			

AM	PROGRAM	TYPE	COMMENTS
5	AL KNIGHT (from midnight)	Contemp.	News staff is composed of 4 individuals working exclusively in this department.  Sources: UPI, UPI Audio, Beeper Phone & Tips from listeners.  Emphasis is mainly on local news.  News-in-depth and editorials are regularly broadcast on WHOT.  Editorials are voiced every hour by the News Department. Rebuttal time is offered to opposing interests.  Complete weather information from the U.S. Weather Bureau is broadcast 10 times per hour. Time & temperature are heard every 3 minutes. Spot announcements for public service are broadcast on a regular basis.  Traffic information and road condition reports are broadcast as needed.  Farm News  Business News & Stock Market Reports.  Commercial Religion (Sunday Morning)  Fishing, hunting & Skiing information (in season)
6	JOHNNY KAY	Contemp.	
7			
8			
9			
10	DICK THOMPSON	Contemp.	
11	JERRY STARR	Contemp.	
N			
1			
2			
3	BOOTS BELL	Contemp.	
4			
5			
6			
7	ALAN SCOTT	Contemp.	
8			
9			
10			
11			
M	AL KNIGHT (to 6am)	Contemp.	

OVERALL TYPE Popular-atandard

OVERALL TYPE Contemporary

5 min. news on the hour & half-hour in drive time.  
8:55-9am Swap Shop  
12:20-12:30pm Sports  
6:10-6:20pm Sports  
12:40-12:45 Farm Tips

News at :55 (5 mins.) News at :00 (10 mins.) 7am, 12 noon, 6pm, 11pm. 2 min. headlines at :25. 2 min. sports at :45. 5 min. Agriculture Reports 3:15, 4:15, 5:15, 6:15pm.

Music is Top Fifty plus 6 extras. Pick Hits and Pick Albums.

CBS Affil.  
570 kc  
5,000 w

Youngstown, Ohio  
**WKBN**

Indep.  
1540 kc  
500 w

-545-

Niles, Ohio  
(Youngstown)  
**WNIO**

Katz NAB

Greener, Hiken, Sears

RAB

AM	PROGRAM	TYPE	COMMENTS
5	SCOTT PORTER (from midnite)	C & W	Top tunes by the greats in C & W - a Farm Digest plus 90-second features.
6	CLIFF SHILLING SHOW	Pop.- Stand.	Selected popular tunes from the current 57 play list interspersed with upbeat album music. News every 30 mins. (5 mins.) At 7 & 8 am, 10 mins. news. Included too are such features as Weather Watch, Farm Digest, Sportscope, Kritics Korner, Listener's Digest.
7			
8			
10	LARRY CONTI SHOW	Pop.- Stand.	Music from the favorite 57 play list, plus album selections; 10 mins. CBS news on the hour. Special features include Weather Watch & Community Calendar. Larry joined WKBN in 1961 and was appointed Prog.Dir. in 1964.
N	BIRDWATCHING SOCIETY	Talk	Don Bradley
1	ARTHUR GODFREY TIME	Variety	
2	DON BRADLEY SHOW	Pop.- Stand.	Designed for listeners in all age groups, Don highlights musical selections from the top 57 and album standards. Along with the news, scheduled at 3,4,5 and 5:30 pm, there are such features as Sportscope, Weather Watch and Community Calendar.
3			
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8	BOB JAMES SHOW	Pop.- Stand.	A fast-paced, swinging tempo is the keynote of the Bob James Show. Geared to appeal to young adults, the format offers a rundown of the favorites and album tunes. 5 min. news aired on the hr.; sports at 11:05. Special features include Weather Watch & Sportscope.
M	SCOTT PORTER SHOW (to 6 am)	C & W	Ideal for Youngstown night-owls. Top tunes by C & W greats, 90-sec. features.
OVERALL TYPE		Popular-Standard	

CBS & A.P. NEWS: CBS Features; 4 Mobile units; 2 beeper phones

WKBN features bright, lively, fast-paced sound, plus CBS Features - a middle of the road station. Top-drawer local & regional newscasts; 8 full-time news men, four mobile units, and 30 area stringers. WKBN has consistent on-the-air promotion. WKBN stresses personal appearance by station talent.

AM	PROGRAM	TYPE	COMMENTS
5			
6	1540 A M	R & B	Top 40 Soul - R&B Selected popular tunes from the latest R&B Top Soul sounds. Full coverage news at :55 Headline news at :25
7	SULTAN OF SOUL		
8			
10	ITALIAN SHOW	Ethnic	
11	1540 A M Jimmy Gunter	Std.Pop. C & W	Top C&W hits.
N	NEWS	Talk	
	1540 A M Jimmy Gunter	C & W	
1	1540 P M LUCKY'S SOUL KITCHEN	Stand. Pop.	Top R&B sounds of soul with Mr. Lucky's Soul Kitchen. Along with News at :55 (full coverage), Headline News at :25.  15 Mins. of News and Sports at 5:45pm with Ken Vaughn.
2			
3			
4			
5			
6			
8			Sunrise to local sunset
9			
10			
M			
OVERALL TYPE		Standard-Popular-R&B	

