



THE ALL AMERICAN

SOUND

APRIL 10, 1973

DEAR MR. GEARY,

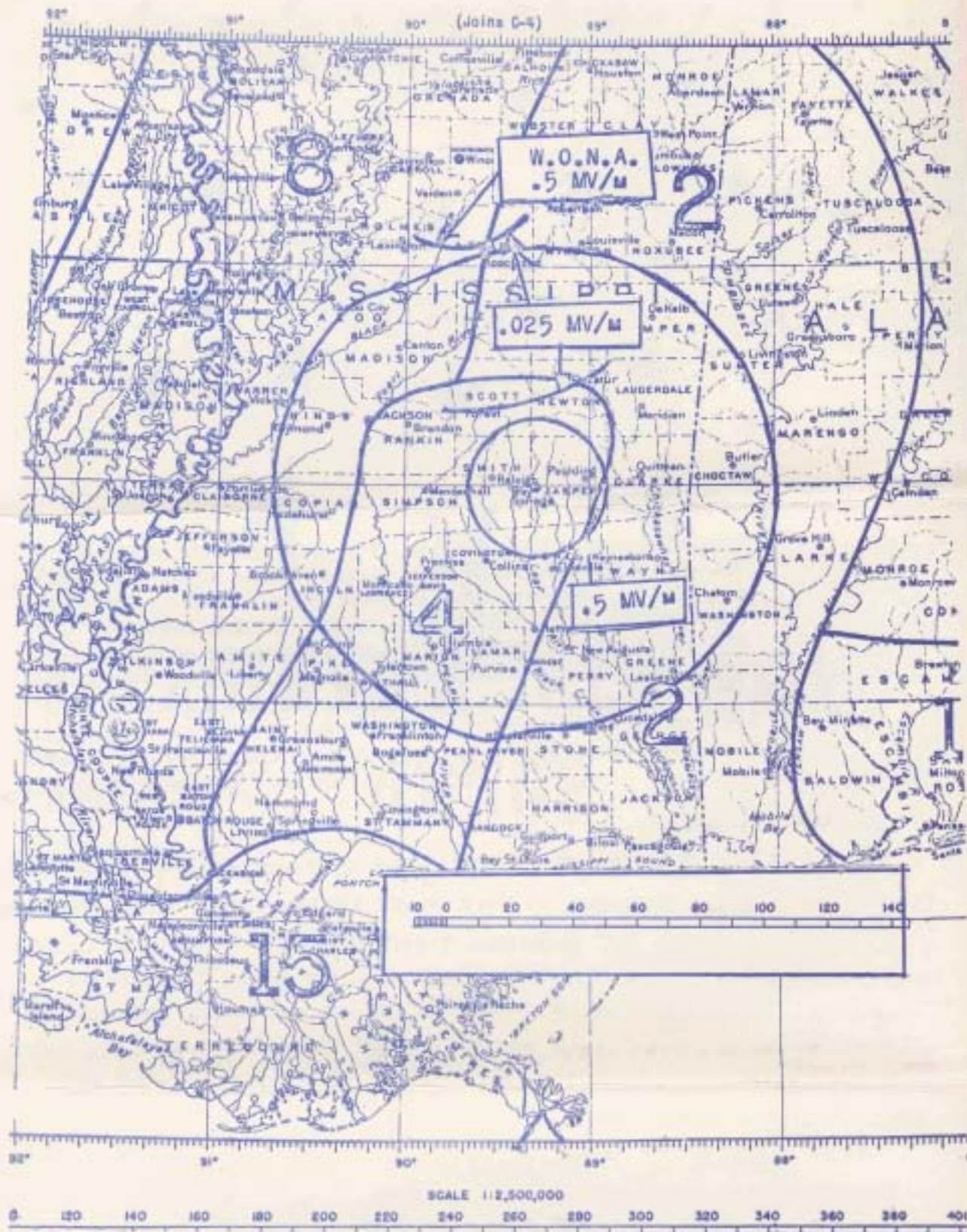
WAS VERY PLEASED TO GET YOUR REPORT OF MY APRIL 2, 1973 DX TEST. YOUR REPORT IS THE MOST DETAILED I HAVE RECEIVED THUS FAR OF THE 25 REPORTS THAT HAVE COME IN. I WOULD HAVE LIKED TO HAD A TAPE RECORDING OF YOUR RECEPTION. I OFFER THIS LETTER AS VERIFICATION OF YOUR REPORT. I HOPE THIS COVERAGE MAP AND FORMAT DESCRIPTION WILL BE OF INTEREST TO YOU. THANK YOU FOR A VERY COMPLETE AND PROFESSIONAL LOOKING REPORT.

Tom Diaz

ALSO RECEIVED OTHER REPORTS ON THIS TEST FROM YOUR STATE; YARLEY, AND JOHNSTOWN (BY TELEPHONE).

CHIEF ENGINEER - TOM DIAZ

Clear Channel 1570



Jasper, Clark, Smith, and Jones Counties are rich oil-producing areas. Due to the many oil and mineral lease agreements, most property owners share in this oil-rich income.

WHII MARKET DATA

	POPULATION	HOUSEHOLDS	SPENDABLE INCOME	PER HOUSEHOLD	RETAIL SALES	PER HOUSEHOLD	FOOD	DRUG	GEN. MDSE
* JASPER	18,800	4,500	26,767,000	5,404	12,205,000	2,920	2,612,000	412,000	688,000
CLARK	15,100	4,180	28,502,000	6,851	10,560,000	2,538	3,308,000	307,000	1,282,000
SMITH	13,000	3,480	24,768,000	7,161	9,885,000	2,857	2,510,000	235,000	713,000
JONES	66,200	17,890	127,832,000	7,134	78,815,000	4,408	18,316,000	2,656,000	11,047,000
TOTAL	109,800	30,010	307,877,000		111,458,000		28,746,000	3,600,000	18,730,000

* JASPER COUNTY ALSO HAS AN ANNUAL INCOME OF \$26,000,000 FROM OIL INDUSTRIES

COMMERCIAL ANNOUNCEMENT RATES

Length of Announcement	TO RUN WITHIN 13 WEEK PERIOD				
	1	50	100	260	450
60 SECONDS	3.50	2.75	2.10	1.90	1.65
30 SECONDS	2.50	1.85	1.50	1.35	1.25
10 SECONDS	1.50	.85	.65	.55	.50

PROGRAM RATES

SIXTY MINUTE PROGRAMS

1 - \$55.00 13 - \$52.25 26 - \$50.00 52 - \$46.75
 104 - \$44.00 156 - \$41.25 260 - \$38.50

THIRTY MINUTE PROGRAMS

1 - \$33.00 13 - \$31.35 26 - \$29.70 52 - \$28.05
 104 - \$26.40 156 - \$24.75 260 - \$23.10

FIFTEEN MINUTE PROGRAMS

1 - \$20.00 13 - \$19.00 26 - \$18.00 52 - \$17.00
 104 - \$16.00 156 - \$15.00 260 - \$14.00

TEN MINUTE PROGRAMS

1 - \$16.00 13 - \$15.20 26 - \$14.40 52 - \$13.60
 104 - \$12.80 156 - \$12.00 260 - \$11.20

FIVE MINUTE PROGRAMS

1 - \$10.00 13 - \$9.50 26 - \$9.00 52 - \$8.50
 104 - \$8.00 156 - \$7.50 260 - \$7.00

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WHII'S CLEAR CHANNEL, 1000 WATT, ALL-AMERICAN SOUND, APPEALS TO EVERY AGE GROUP. EACH MUSICAL HOUR FEATURES A FORMAT OF MODERN COUNTRY MUSIC, GOSPEL, POPULAR, ROCK, RHYTHM AND BLUES AND EASY LISTENING, BLENDED TOGETHER WITH NATIONAL, STATE, AND LOCAL NEWS – ALSO SPORTS AND WEATHER NEWS. WHII'S TIGHT, FAST PACED FORMAT IS REFRESHING TO LISTEN TO AS WELL AS BEING EDUCATIONAL, INFORMATIVE AND ENTERTAINING. EXTENSIVE RESEARCH WAS MADE IN DETERMINING THE WANTS AND NEEDS OF WHII'S LISTENERS AND ADVERTISERS. WHII IS TRULY THE ALL AMERICAN SOUND OFFERING THE ADVERTISER MORE LISTENERS FOR EACH DOLLAR INVESTED.

**WHII – CLEAR CHANNEL – 1570
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