## Brazil, Indiana! vv. Lufevette Po Latayette Paxton O Hoopeston® Rossville -WARREN Daytono Rantoul Williamsport TIPPECANOE CHAMPAIGN Attica VERMILION →Mahomet FOUNTAIN Danville Covington Thorntown Veedersburg Crawfordsville Urbana Westville MONT-Cayuga GOMERY Georgetown <sup>O</sup>Bement O.1 MVM Newport Ladoga PARKE Villa Grove Chrisman Montezuma Roachdale Tuscola Rockville Danville' DOUGLAS ofairview Park PUTNAM EDGAR Arcola Clinton Paris Greencastle COLES Maltoan VIGO 0.5 MVM Charleston erre Marshall Haute Gaspart, ■ Martinsville CHMRERLAND Clay City o<sub>Casey</sub> Spencer Toledo O CARK Greenup Shelburn 🛆 SHILIVAN O Hasting III <sup>©</sup>Worthington Sullivan @ o Dugger JASPER CRAWFORD

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WBZI

Affiliated with

WBRN

Big Rapids, Mich.

**500 WATTS AT 1380 KC** 

## WBZI

## Western Indiana's Top Entertainment BRAZIL, INDIANA

WBZI Serves the Heartland of the Greater Wabash Valley, Scene of Great Industrial Expansion; Recreational and Sports Area Development and Many Long-Established Industries.

## WBZI

P. O. Box 227

Phone 2317

BRAZIL, INDIANA

	MARKET DATA:	Within 0.5 MV/M	Within 0.1 MV/M Coverage
		Coverage	
	Total Population	183,000	645,900
ŭi l			200,230
7	Total Radio Homes		192,221
	Total Passenger Cars	48,520	198,228
X	Spendable Income	\$278,902,000	1,179,092,000
ASSOCIATES	RETAIL DATA:		
	Food Sales	. \$ 46.241.000	170,118,000
≥	Drug Sales	. \$ 7.000,000	28,306,000
-	Eat-Drink Places	\$ 24,300,000	81,264,000
O	Genl. Merchandise Sales		92,345,000
WILLOUGHBY	Apparel Sales		43,695,000
O.	Home Furnishing Sales	\$ 14,553,000	44,426,000
	Automotive Sales	. \$ 32,897,000	145,190,000
2	Filling Station Sales	\$ 15,962,000	70,370,000
	Building Materials	\$ 19,953,000	87,962,000
2	TOTAL RETAIL SALES	\$196,474,000	868,883,000
	TOTAL WHOLESALE SALES	\$ 82,519,000	503,352,000
	TOTAL SERVICE RECEIPTS	\$ 39,295,000	173,777,000
PREPARED	FARM DATA		
2	Total Farm Population	68,000	179,600
0	Farm Households	17,000	44,900
	Farm AM Radio Homes		44,002
	Farm Passenger Cars	15,300	40,410
	Total Farm Income	\$304,590,000	744,765,000

SOURCE: SRDS Consumer Data; Sales Management Survey of Buying Power; U.S. Department of Commerce; RETMA.

This will serve to verify your reception of this station on the date you indicate.

WBZI is 500 watt directional station, with a staff of 8 fulltime employees, with a middle of the road music policy, an extensive local news coverage as well as sports.

Brazil is a city of 8500 and Clay County is the clay center of the world with industry extensively engaged in production of ceramics of all kinds...the worlds largest industrial ceramics firm is located here... "Arkatex". Strip and mine coal is also another of the industries located in this part of Indiana.

Thank you for your interest in WBZI and continued good listening.

Sincerely,

COMMUNITY BROADCASTING CORPORATION

Casey A. Heckman

V. Pres. & Gen'l Mgr.

Cacy A. Helen

CAH/mm