



800 KC

**70-MILE
RADIUS
PRIMARY
COVERAGE**

Central Minnesota's Leading Country, Western and Old Time Station...

WVAL

**250 Watts Daytime
SAUK RAPIDS**

WVAL, at the powerful 800 spot, serves an area noted for its industries, tourists and dairy farms—in fact, SRDS rates the Benton-Stearns-Sherburne area as the Nation's Largest Producer of Dairy Products.

WVAL's community-service programming includes news programs on women's activities, farm and livestock markets, weather reports, sports news, school and public service programs plus AP wire news from everywhere.

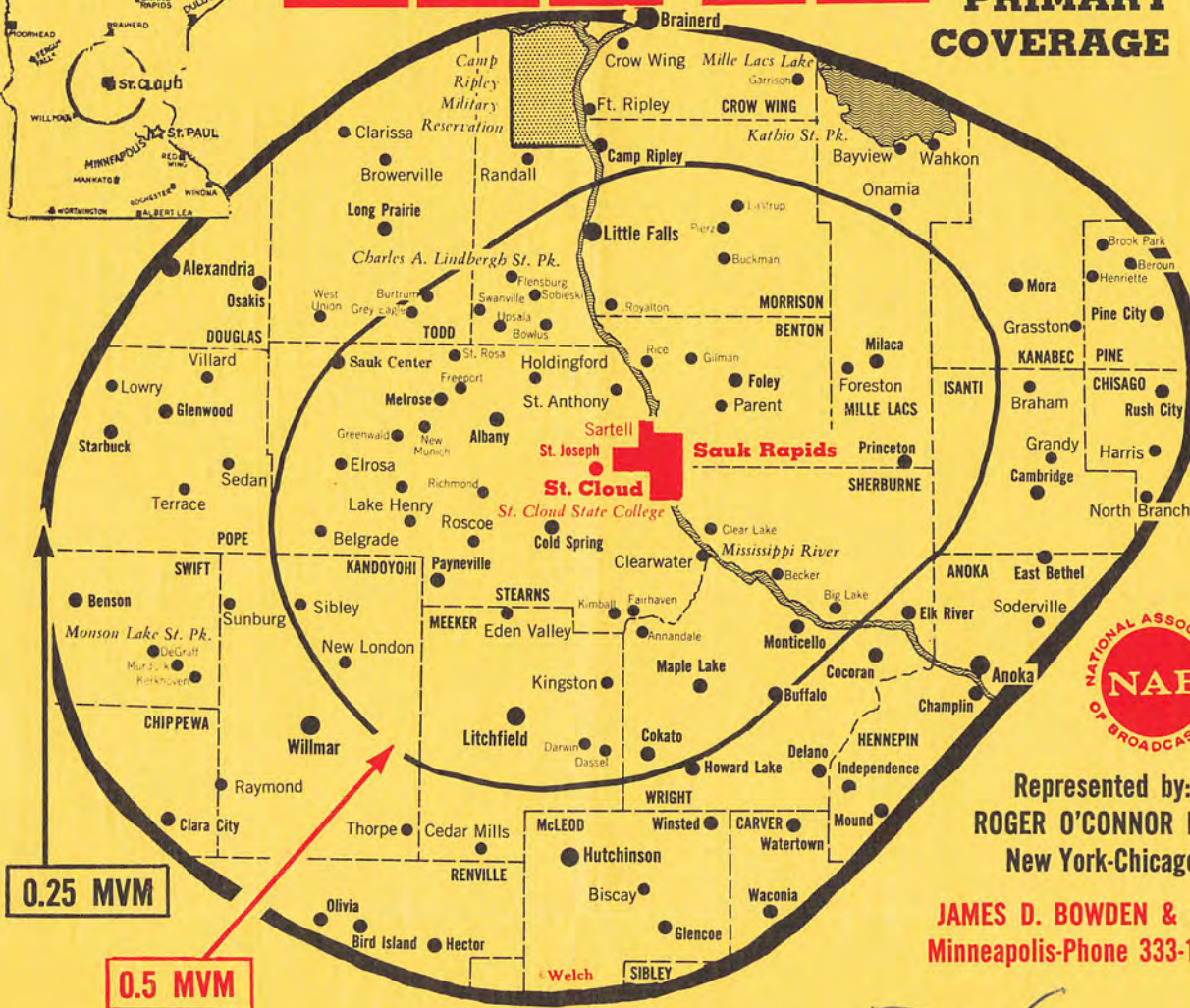
TRI-COUNTY BROADCASTING CO.

Herbert Hoppe, Manager

P. O. Box 162

Phone (612) 252-6200

SAUK RAPIDS, MINN. 56379



Represented by:
ROGER O'CONNOR INC.
New York-Chicago

JAMES D. BOWDEN & CO.
Minneapolis-Phone 333-1496

WVAL

SAUK RAPIDS, MINNESOTA

WVAL's Transmitter is located in Sauk Rapids, across the Mississippi River, and just three miles from the "heart" of St. Cloud, Minnesota.

MARKET DATA:

| | 0.5 MVM Coverage | 0.25 MVM Coverage |
|------------------------|---------------------|----------------------|
| Population | 214,500 | 486,100 |
| Households | 52,680 | 126,270 |
| Radio Homes | 50,750 | 123,540 |
| Automobiles | 78,330 | 173,190 |
| Spendable Income | \$277,180,000 | 705,253,000 |

RETAIL SALES:

| | | |
|--------------------------------|----------------------|--------------------|
| Food Stores | \$ 47,457,000 | 102,560,000 |
| Drug Stores | \$ 6,675,000 | 13,577,000 |
| General Merchandise | \$ 22,214,000 | 41,113,000 |
| Apparel Stores | \$ 9,020,000 | 18,014,000 |
| Home Furnishings | \$ 7,446,000 | 19,206,000 |
| Auto Dealers | \$ 41,592,000 | 88,125,000 |
| Service Stations | \$ 25,160,000 | 55,981,000 |
| Total Retail Sales..... | \$247,414,000 | 525,950,000 |

FARM DATA:

| | | |
|------------------------|---------------|-------------|
| Farm Population | 70,900 | 141,200 |
| Farm Households | 17,725 | 35,300 |
| Gross Farm Income..... | \$127,225,000 | 285,733,000 |

SOURCE: SRDS Consumer Data exclusively.

PREPARED BY MARKET DATA ASSOCIATES.