

A SURVEY OF REGIONAL RADIO
NETWORKS OF THE UNITED STATES

Thesis for the Degree of M. A.
MICHIGAN STATE COLLEGE
Ross Creighton Alm
1949



This is to certify that the

thesis entitled

'A Survey of Regional Radio Networks
of the United States'

presented by

Ross C. Alm

has been accepted towards fulfillment
of the requirements for

M.A. degree in Speech

A handwritten signature in cursive script, reading "Wilson B. Paul".

Major professor

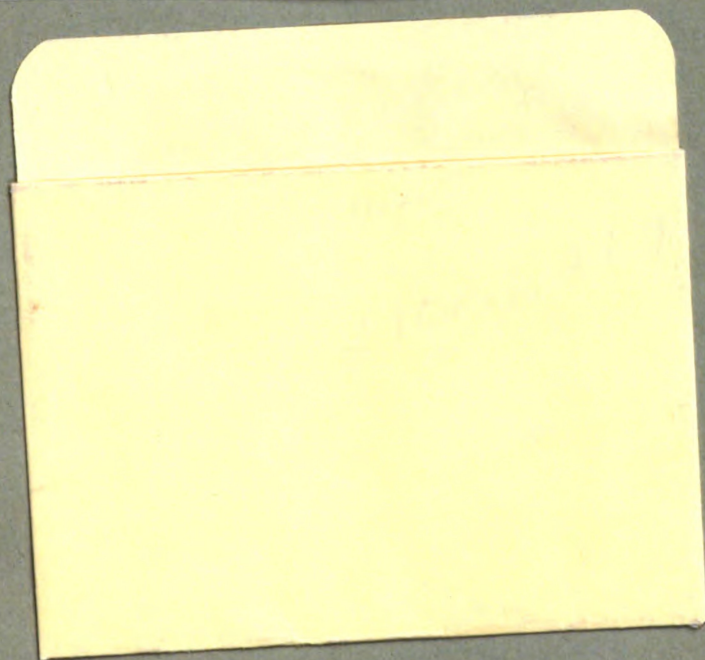
Date August 16, 1949

~~22~~ ~~10-11-1992~~ 279

~~11~~ ~~10-11-1992~~ 119

MAR 21 1994

8944287



A SURVEY OF REGIONAL RADIO NETWORKS
OF THE UNITED STATES

by

Ross Creighton Alm
~~Creighton Alm~~

A THESIS

Submitted to the School of Graduate Studies of Michigan
State College of Agriculture and Applied Science
in partial fulfillment of the requirements
for the degree of

Master of Arts

Department of Speech, Dramatics and Radio Education

1949

The
of Dr. V
more dif
to Mr. J
question

Wit
would no
the writ

Man,
member s
terial an
informati

ACKNOWLEDGEMENTS

The author wishes to acknowledge the invaluable aid of Dr. Wilson B. Paul for his assistance over some of the more difficult problems of this survey. Also, my thanks to Mr. J. D. Davis for his aid in the formulating of the questionnaires and in the organization of the study.

Without the assistance of Miss Lucia Morgan, the study would not have been in readable form. Her criticisms of the writing proved invaluable.

Many thanks go out to the radio networks and their member stations who cooperated so fully in forwarding material and in answering the questionnaires which gave the information necessary for the completion of the survey.

CHAPTER

I.

II. R

III. R

IV. R

S

V. R

S

VI. RE

UN

TABLE OF CONTENTS

1

CHAPTER	PAGE
I. INTRODUCTION.....	1
The purpose.....	1
Statement of the purpose.....	1
Definition of terms used.....	2
Regional radio network.....	2
Program structure.....	2
Physical coverage.....	2
II. HISTORY OF NETWORK BROADCASTING.....	3
III. PROCEDURE OF THE SURVEY.....	8
IV. REGIONAL NETWORKS OF THE NORTHEASTERN UNITED STATES.....	15
Connecticut State Network.....	16
Maine Broadcasting System.....	20
New England Network.....	24
Yankee Network.....	28
Quaker Network.....	34
V. REGIONAL NETWORKS OF THE SOUTHEASTERN UNITED STATES.....	36
Tobacco Network.....	37
Georgia Association of Local Stations.....	41
Georgia Major Market Trio.....	44
VI. REGIONAL RADIO NETWORKS OF THE NORTH CENTRAL UNITED STATES.....	45

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

CHAPTER	PAGE
Great Northern Network.....	46
Inland Network.....	51
Iowa Tall Corn Network.....	55
Northwest Network.....	60
Paul Bunyan Network.....	64
Wolverine Network.....	68
Arrowhead Network.....	74
Dairyland Network.....	75
Wisconsin Network.....	76
VII. REGIONAL RADIO NETWORKS OF THE SOUTH CENTRAL UNITED STATES.....	79
Lone Star Network.....	80
South Central Quality Network.....	85
Texas State Network.....	89
Arkansas Network.....	94
Long Texas Group.....	98
Oklahoma Network.....	99
Rebel Network.....	100
Texas Quality Network.....	101
West Texas Trio.....	102
VIII. REGIONAL RADIO NETWORKS OF THE NORTHWESTERN. UNITED STATES.....	103
Intermountain Network.....	104
Pacific Northwest Broadcasters.....	110

	111
CHAPTER	PAGE
Rocky Mountain Network.....	114
Z Bar Network.....	118
IX. REGIONAL RADIO NETWORKS OF THE SOUTHWESTERN.	
UNITED STATES.....	119
Don Lee Network.....	120
Great West Network.....	130
Southwest Network.....	134
Zia Network.....	138
Arizona Broadcasting Service.....	142
Arizona Network.....	143
California Rural Network.....	144
Radio Network of Arizona.....	146
BIBLIOGRAPHY.....	147

LIST OF TABLES

TABLE	PAGE
I. Stations of the Connecticut State Network..	18
II. Stations of the Maine Broadcasting System..	22
III. Stations of the New England Network.....	26
IV. Stations of the Yankee Network.....	30
V. Stations of the Quaker Network.....	34
VI. Stations of the Tobacco Network.....	39
VII. Stations of the Georgia Association of.....	41
Local Stations.....	
VIII. Stations of the Georgia Major Market Trio..	44
IX. Stations of the Great Northern Network.....	48
X. Stations of the Inland Network.....	53
XI. Stations of the Iowa Tall Corn Network.....	57
XII. Stations of the Northwest Network.....	62
XIII. Stations of the Paul Bunyan Network.....	66
XIV. Stations of the Wolverine Network.....	70
XV. Stations of the Arrowhead Network.....	74
XVI. Stations of the Dairyland Network.....	75
XVII. Stations of the Wisconsin Network.....	76
XVIII. Stations of the Lone Star Network.....	82
XIX. Stations of the South Central Quality.....	87
Network	
XX. Stations of the Texas State Network.....	91
XXI. Stations of the Arkansas Network.....	94

TABLE	PAGE
XXII. Stations of the Long Texas Group.....	98
XXIII. Stations of the Oklahoma Network.....	99
XXIV. Stations of the Rebel Network.....	100
XXV. Stations of the Texas Quality Network.....	101
XXVI. Stations of the West Texas Trio.....	102
XXVII. Stations of the Intermountain Network.....	107
XXVIII. Stations of the Pacific Northwest.....	112
Broadcasters.....	
XXIX. Stations of the Rocky Mountain Network.....	116
XXX. Stations of the Z Bar Network.....	118
XXXI. Stations of the Don Lee Network.....	123
XXXII. Stations of the Great West Network.....	132
XXXIII. Stations of the Southwest Network.....	136
XXXIV. Stations of the Zia Network.....	140
XXXV. Stations of the Arizona Broadcasting.....	142
Service.....	
XXXVI. Stations of the Arizona Network.....	143
XXXVII. Stations of the California Rural Network...	144
XXXVIII. Stations of the Radio Network of Arizona...	146

LIST OF FIGURES

FIGURE	PAGE
1. Coverage of the Connecticut State Network.....	19
2. Coverage of the Maine Broadcasting System.....	23
3. Coverage of the New England Network.....	27
4. Coverage of the Yankee Network.....	33
5. Coverage of the Tobacco Network.....	40
6. Coverage of the Great Northern Network.....	50
7. Coverage of the Inland Network.....	54
8. Coverage of the Iowa Tall Corn Network.....	59
9. Coverage of the Northwest Network.....	63
10. Coverage of the Paul Bunyan Network.....	67
11. Coverage of the Wolverine Network.....	73
12. Coverage of the Lone Star Network.....	84
13. Coverage of the South Central Quality Network...	88
14. Coverage of the Texas State Network.....	93
15. Coverage of the Intermountain Network.....	109
16. Coverage of the Pacific Northwest Broadcasters..	113
17. Coverage of the Rocky Mountain Network.....	117
18. Coverage of the Don Lee Network.....	129
19. Coverage of the Great West Network.....	133
20. Coverage of the Southwest Network.....	137
21. Coverage of the Zia Network.....	141

CHAPTER I

INTRODUCTION

Since 1920, radio, including its clients, advertising firms, networks, stations, and all of the other agencies which work with the industry, has become one of the larger industries in the United States. Research has been carried out on the national networks, stations, programming policies, listening habits of the listeners, and various other phases of radio. However, as far as could be ascertained, nothing has been done to determine what the regional radio networks of the United States are contributing to the industry.

I. THE PURPOSE

Statement of the purpose. It was the purpose of this study to gather as much material as possible on the regional networks of the United States. The author wished to find out what sort of programs these networks were putting out on their wires to the member stations. Also, he wished to determine what part of the program structure of these member stations was made up of programs from the regional network in comparison to the amount made up of programs from the national networks, the rates of the various networks for program time, and some of their program policies. Coverage, both physical and in number of persons, was to be determined

for a number of the regional networks.

II. DEFINITION OF TERMS USED

Regional Radio Network. The term "network" has been defined as a group of stations bound together by permanent lines. However, for the purpose of this study, regional radio network shall mean those 46 networks which are listed as such in the 1948 Edition, Yearbook of Broadcasting Weekly.¹

Program structure Program structure has been construed to mean the entire group of programs on a station over a given period of time.

Physical coverage. The physical coverage of the networks as illustrated on the coverage maps means the primary area served by that network. In some cases this area has been determined by mail receipts and in other cases by a field strength survey.

¹ "Regional Radio Networks of the United States," Broadcasting Weekly, 1948 Yearbook Edition.

CHAPTER II

HISTORY OF NETWORK BROADCASTING

The history of network broadcasting is the history of regional networks, because the first networks which were set up in this country were in reality regional ones. The first network in existence was on January 4, 1924, when station WEA¹F in New York was hooked up with station WNAC in Boston. It was a rather complicated system in which the program was taken off the air in Worcester, Massachusetts, and transmitted from there by telephone to the WNAC studios. An announcer had to sit in a hotel room in Worcester with an engineer and make all station identification announcements. The success of the venture made the people in the industry believe that there was a future in network broadcasting and they worked to perfect their technique.

The first real test of network broadcasting came in June, 1923. Telephone lines had connected station WEA¹F with stations WGY in Schenectady, KDKA in Pittsburgh and KYW in Chicago. The occasion for the broadcast was a banquet during a meeting of the National Electric Light Association

1. Archer, Gleason L., History of Radio (New York: American Book-Stratford Press, Inc., 1938), p. 313.

in New York.² As a result of this broadcast, a very unique network came into being. Col. Edward H.R.Green, an eccentric millionaire who was one of the few persons who could afford to have a private radio station of his own, came into New York with a request that his station be connected with station WEAF so that he could broadcast the same programs as WEAF. He offered to broadcast all of the commercial programs and pay a fee for the sustaining programs. His offer was accepted, and the first permanent network came into being.³ It offered engineers a wonderful opportunity to work many of the bugs out of network broadcasting.

The first national network was proposed in the summer of 1923, but it did not materialize. The occasion was to have been a speech by President Warren G. Harding on July 31, but because of the serious illness of the President on that date, the broadcast was not made.⁴ The opportunity for a national hook-up did not present itself again until January 1, 1927, when the Rose Bowl football game was broadcast from Pasadena, California.

Network broadcasting got its first big boost in 1926,

²Ibid. p. 313

³Ibid. p. 313

⁴Ibid. p. 314

when the National Broadcasting Company was organized by General Electric, Westinghouse, and the Radio Corporation of America. The organization was to be one of public service. It was formed to combine the vast technical and financial resources of the companies concerned. The first program over this infant network was The Eveready Hour, a program which offered a wide variety of entertainment. The National Broadcasting Company continued to grow until it reached the point where the Federal Government declared it a monopoly, and forced it to break its Red and Blue networks up into two networks. Out of this came the American Broadcasting Company.

The second of the large networks was organized in 1927. This was the Columbia Broadcasting System, originally named the United Independent Broadcasters. CBS, as it is known now, has continued to be one of the dominant networks.

The oldest of the regional networks which exist today is the Don Lee Network, which was organized on December 13, 1928. It has continued to expand in number of stations and in area covered until it is now the largest of the regional networks, followed closely by the Yankee Network, which was organized in 1930.

Additional regional networks have been organized, and the 1949 edition, Yearbook of Broadcasting Weekly, lists 53

in the United States.⁵ This is an increase of 7 over 1948. In addition, there are also a number of frequency modulation networks. If, as the experts so predict, frequency modulation continues to increase in popularity,⁶ it is reasonable to suppose that regional networks of FM stations will continue to increase in importance. If enough FM stations are started in the more sparsely settled sections of the United States, more FM networks will probably be organized. FM networks, in this latter case, would need no lines for transmission of their broadcasts, because one FM station could pick up the broadcasts of another station and broadcast it directly. This has already been accomplished in some regions of the United States. One instance is in Ohio where a regional network of FM stations broadcast football games in 1947. Also, the Tobacco Network in North Carolina uses frequency modulation for the relay of programs which are broadcast over AM stations.

With the development and expansion of television, the future of AM broadcasting is uncertain. Mr. Coy, in the previously quoted speech, stated that in five years, television would be the dominant form of entertainment, but that

⁵"Regional Radio Networks of the United States," Broadcasting Weekly, 1949 Yearbook Edition.

⁶Coy, Wayne M., "The Future of AM, FM and Television," a speech given to the Institute for Education by Radio, Columbus, Ohio, March 4, 1949.

for many years to come, AM and FM broadcasting would continue to occupy an important place, especially in the rural areas of the United States.⁷

If this prediction is true, the future of regional networks should be assured. Local stations have neither the finances nor the available talent to produce really exceptional radio programs as standard fare for their listeners. Through network organization, they are able to obtain high quality programs to give to the listening public.

⁷Ibid.

CHAPTER III

PROCEDURE OF THE SURVEY

It was felt that in order to accomplish this survey, three areas should be covered. The first was to be a discussion of the over-all picture of the network, the second a table of stations for the network, and the third was to be a coverage map for the network.

In order to get the basic material on the network, a personal letter was sent to the headquarters or the key station of each of the 46 regional networks listed in the 1948 Edition, Yearbook of Broadcasting. The letter asked for a station breakdown of the network, the type of agreement which existed between the stations and the network, the organizational set-up, and a promotional brochure if one existed. Responses were received from 25 of the networks. A follow-up letter was sent to the 21 who did not answer the first request. From this second letter, 12 answers were received, making a total of 37 of the 46 networks. Of this 37, six stated that they no longer existed as networks. It was decided that two of the remaining 31 should not be surveyed. One was the Aloha Network in the Hawaiian Islands and the other was the Intercollegiate Broadcasting System, an organization of the wired-wireless stations which are

found on college campuses around the United States. Of the remaining 29, a group of 21 was selected on the basis of geographic representation, size, type of network and willingness to cooperate in the survey.

The material furnished by the networks was then checked with the material which was necessary to complete the survey. In the light of this check, a questionnaire was compiled and sent to the headquarters of the various networks which were to be surveyed. Additional questionnaires were sent until all networks had completed and returned one. A sample of this questionnaire will be found on page 12.

It was also necessary to secure some information from the member stations of the networks in order to complete the discussion and to give one piece of information for the table of stations. A questionnaire was sent to each of the member stations of the networks. After answers had been received, additional questionnaires were sent until questionnaires had been received from at least 50% of the stations in each of the networks. A sample of this questionnaire will be found on page 13.

From these two questionnaires and the material furnished by the networks, the discussion was formulated.

Most of the material in the table of stations was furnished by the network headquarters. However, there was one

item which could not be furnished in all cases. This was the coverage, in number of persons, for each of the affiliates. A question requesting this information was included on the station questionnaire. In some instances, the figure was supplied by the network. The problem remained of what to do about the stations on which the data was not available. The author was informed by Standard Rate and Data Service that it was impossible to determine the coverage of a radio station in number of persons unless a survey could be made on the spot.¹ It was determined that the vast majority of the stations in the networks were 250 watt, local stations. For this reason, it was felt that the radio homes in the county in which the station was located would represent the majority of the radio homes served by the station.

Therefore, when one number is found under "coverage" in the table of stations, that number represents the figure given either by the station or the network as the coverage of the station. When two numbers are found, the top number represents the number of radio homes in the city and the bottom number the county in which the station is located.

¹Personal letter to the author from McCormack M. McEndree, Rate Service Manager, Standard Rate and Data Service.

ed. The figures on radio homes was taken from the 1948 report of the Broadcast Measurement Bureau.²

The coverage maps were compiled from material furnished by the networks concerned. Three of the networks which were surveyed did not have coverage maps, and estimates were made for these networks by taking an average coverage for similar stations in the same area.

To facilitate the writing and reading of the survey, a division was made into chapters according to geographical location of the networks. Chapter IV contains the networks of the Northeastern United States. The networks of Southeastern United States are in Chapter V with those of North Central and South Central United States in Chapters VI and VII respectively. Chapter VIII has the networks of Northwestern United States and the networks of Southwestern United States in Chapter IX. Although the Don Lee Network covers the West Coast, it has been included in the networks of Southwestern United States.

²Radio Families--USA, (New York: Broadcast Measurement Bureau, Inc., 1948)

1. When was the network formed?_____
2. Is the network incorporated?_____
3. If so, under the laws of what state?_____
4. Is this the original network?_____ If not, what was the name of the original net?_____
5. Does the network have an established program policy of its own?_____ If so, and it is in printed form, would you please forward a copy with this questionnaire? If the network has no established program policy, do you follow the program policy of: NBC_____ CBS_____ ABC_____ MBS_____ NAB_____
6. Is there a constant schedule of programs on the net?_____ If not, approximately how often does the net carry a program?_____
7. Does the network have permanently leased lines?_____ Are these lines reversible?_____
8. Do the individual stations feed to the net?_____
9. Is the regional network sold as a unit to the major Network?_____
10. Does the regional network hold option time on its member stations?_____
11. Does each program have to be cleared with each station?

1. What is the approximate coverage in number of persons served by your station?_____ If you have the results of a survey, either Conlon or Hooper, would you include it with this questionnaire?_____
2. What approximate percent of your programs do you take from the regional network? Less than 5%_____ 5 to 10_____ 10 to 15_____ 15 to 20_____ more than 20_____
3. What approximate percent of your programs do you take from the major network? 15 to 20_____ 20 to 25_____ 25 to 30_____ 30 to 35_____ 35 to 40_____ 40 to 45_____ 45 to 50_____ 50 to 55_____ 55 to 60_____ more than 60_____
4. How frequently do you feed programs to the net? Once a week_____ Once a month_____ seldom and not on schedule_____ not at all_____
5. If you do feed programs to the network, what sort of programs have they been?_____

6. Approximately what percent of the regional network's programs are: Sustaining_____ Commercial_____
7. What is your operating time per day in number of hours?

8. Do you operate: Daytime_____Unlimited_____Day-Night_____?
9. How many persons (full time) are employed by your station?_____
10. How many other stations are in your locality?_____
11. How long has your station been on the regional net?_____
12. Do you have FM at the present time?_____If so, does the FM carry the same programs as AM?_____ If not, what differences exist?_____
13. Do you anticipate television in the near future?_____

CHAPTER IV

REGIONAL NETWORKS OF THE NORTHEASTERN UNITED STATES

There are five regional networks to be found in the Northeastern United States. These are the New England, Maine, Yankee, Connecticut State and Quaker Networks.

The author has surveyed the New England, Maine, Yankee, and Connecticut State networks. In the following chapter will be found the discussion, table of stations, and the coverage map for each of these four networks as well as the table of stations for the Quaker Network.

CONNECTICUT STATE NETWORK

The Connecticut State Network is composed of seven stations, five of which are members of the American Broadcasting Company. The other two are independent stations. It is a non-profit corporation under the laws of Connecticut, with no salaried officers. The network was formed in 1943 but did not take on incorporated status until 1947. Actually it is a working agreement among the stations and its affairs are handled by a committee composed of a representative of each of the participating stations. Business affairs are handled by WHTT, the key station of the network, in Hartford.

Since all stations are not members of a single major network, the regional network is not sold as a unit to the American Broadcasting Company except in special cases. The stations are connected by reversible lines, and the member stations do occasionally feed programs to the network. However, most of these programs are of a public service nature.

As of February 1, 1948, the rates on the network followed this schedule. A nighttime program lasting one hour cost \$660.00, while a daytime program of the same length cost \$390. Rates were scaled accordingly for programs of shorter lengths. The rates included line costs. Scripts for programs had to be in the hands of the originating station at least twenty-four hours before the time of broadcast.

Payments for programs of a political nature had to be made in advance. The network would allow 15% commission to recognized agencies.

At the time of writing, there was a constant flow of programs on the network but this was unusual. For the most part, programs are put on the network only for special events. Most of the programs which have gone out on the net have been of a sustaining nature. Of the four stations which answered the questionnaire, three stated that 90% of the programs which they had taken from the network had been public service programs. Among the programs which the network airs more or less regularly are reports to the people of the state from the Governor and the Senators, and programs in support of various drives such as the Community Chest and the Cancer Campaign. Most of the programs which have been sold by the network have been of a political nature.

The stations state that they take less than 5% of their entire program structure from the regional network. In contrast, they say that they take approximately 50% of their programs from the major network.

These stations answering the questionnaire which also had frequency modulation stations said that they duplicated on FM the program structure of the AM station.

TABLE I

STATIONS OF THE CONNECTICUT STATE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Bridgeport	WNAB	1450	250	48800 RH 143400 RH	Unlimited	American	WNAB, Inc., 991 Broad St.
Hartford	WHTT	1230	250	494700	Unlimited	American	Hartford Times, Inc., 555 Asylum St.
New Haven	WNHC	1340	250	52560 RH 164110 RH	Unlimited	None	Elm City Bostg. Co., 110 Chapel St.
New London	WNLC	1490	250	9950 RH 42470 RH	Unlimited	American Mutual	Thames Bostg. Co 281 State St.
Stamford	WSTC	1400	250	15210 RH 143400 RH	Unlimited	American	Western Conn. Bostg. Co., 270 Atlantic St.
Torrington	WTOR	1490	250	65000	Unlimited	None	Torrington Bostg. Co. 93 Main St.
Waterbury	WATR	1320	1000	750000	Unlimited	American	The WATR Co., Inc 440 Meadow St.

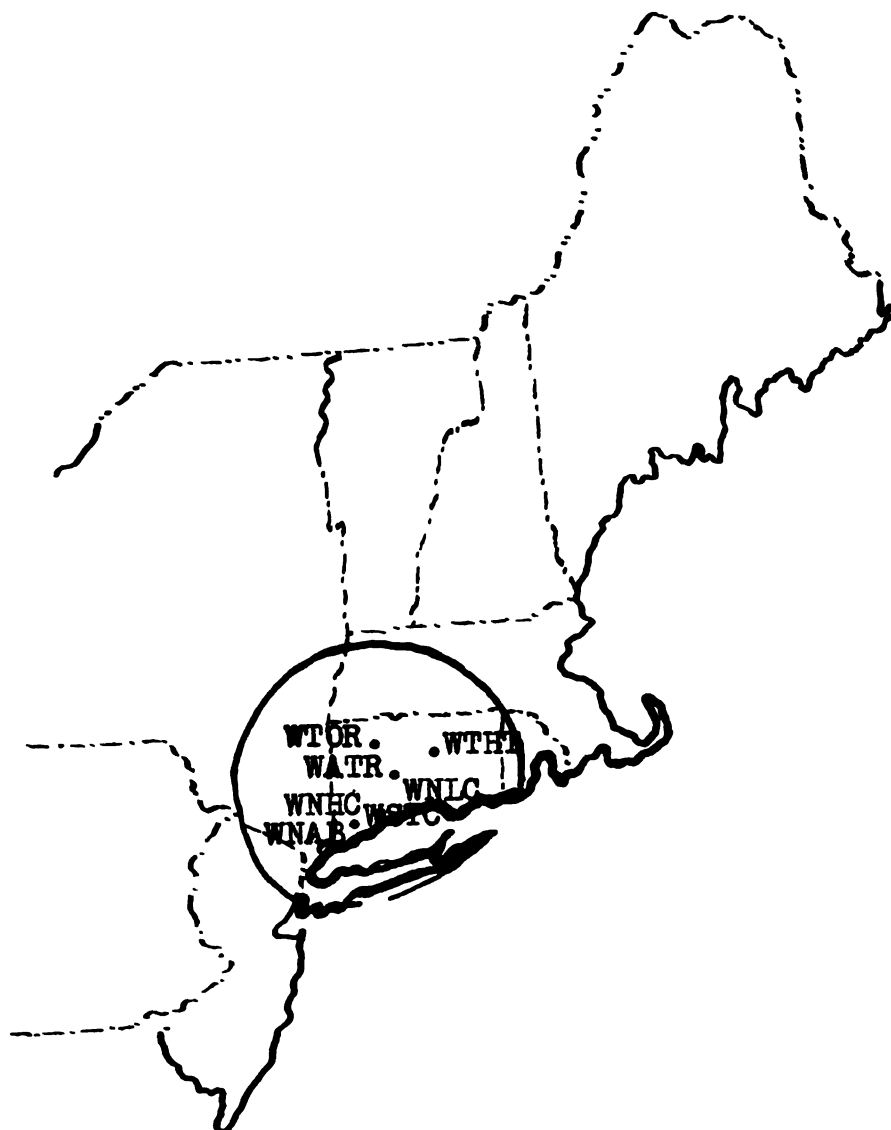
TABLE I

STATIONS OF THE CONNECTICUT STATE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Bridgeport	WNAB	1450	250	48800 RH 143400 RH	Unlimited	American	WNAB, Inc., 991 Broad St.
Hartford	WHT	1230	250	494700	Unlimited	American	Hartford Times, Inc., 555 Asylum St.
New Haven	WNHC	1340	250	52560 RH 164110 RH	Unlimited	None	Elm City Bostg. Co., 110 Chapel St.
New London	WNLC	1490	250	9950 RH 42470 RH	Unlimited	American Mutual	Thames Bostg. Co 281 State St.
Stamford	WSTC	1400	250	15210 RH 143400 RH	Unlimited	American	Western Conn. Bostg. Co., 270 Atlantic St.
Torrington	WTOR	1490	250	65000	Unlimited	None	Torrington Bostg. Co. 93 Main St.
Waterbury	WATR	1320	1000	750000	Unlimited	American	The WATR Co., Inc. 440 Meadow St.

Figure 1.

Coverage of the Connecticut State Network



MAINE BROADCASTING SYSTEM

There are three stations in the Maine Broadcasting System. All three stations are members of the National Broadcasting Company. Also, all of the stations are owned by one company. The network was formed in 1945 and is not incorporated.

There is a constant flow of programs on the network. Among those programs which are carried regularly are four fifteen-minute newscasts daily, a half-hour agricultural broadcast six times weekly and one fifteen-minute morning musical program five days weekly in addition to two morning transcribed programs. Also, the network tries to give coverage of special events which would be of interest to the people of Maine.

The network uses the National Broadcasting Company lines for its broadcasts. These lines are not reversible. However, the individual stations do furnish programs to the network, and this is done by setting up special lines. The network is not sold as a unit to the major network. The Maine Broadcasting System does not hold option time on its member stations and each program has to be cleared with the individual stations before broadcast. The key station of the network is WCSH in Portland.

The following rates are in effect on the Maine Broad-

ing System. A one-hour program on Class A time sells for \$361.00, on Class B time, \$276.75 and on Class C time, \$180.50. News broadcasts are available for sponsorship and the network allows one 125-word commercial to be read on each fifteen-minute program.

The stations of the network take 5% to 10% of their program structure from the regional network. These programs are about equally divided between commercial and sustaining programs. They take from 55% to 60% of their programs from the National Broadcasting System.

None of the stations in the Maine Broadcasting System have frequency modulation stations.

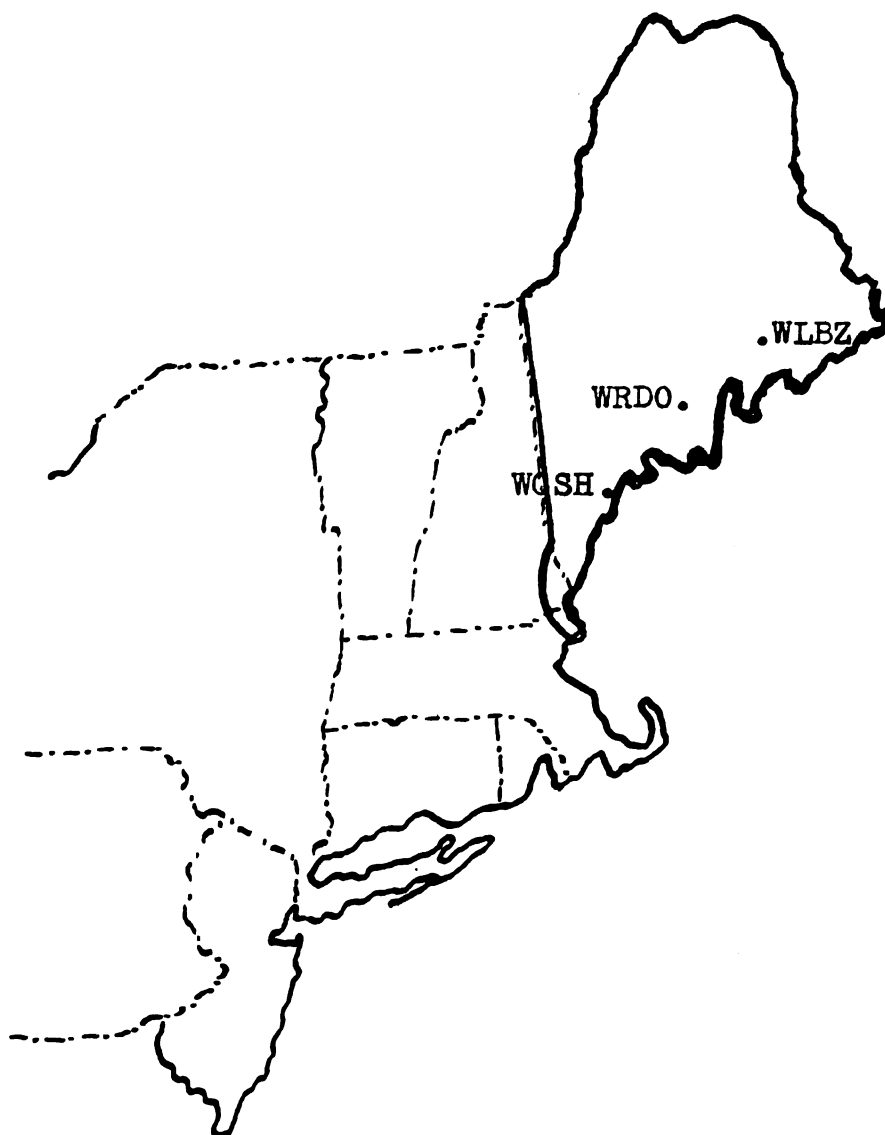
TABLE II

STATIONS OF THE MAINE BROADCASTING SYSTEM

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Augusta	WRDO	1400	250	4960 RH 22210 RH	Unlimited	National	WRDO Inc., 175 Water St.
Bangor	WLBZ	620	5000	100000 RH	Unlimited	National	Maine Bdcstg. Co., Inc., 100 Main St.
Portland	WCSH	970	5000	500000	Unlimited	National	Congress Square Hotel Co., 157 High Street.

Figure 2.

Coverage of the Maine Broadcasting System



NEW ENGLAND NETWORK

The New England Network is composed of six stations. all members of the National Broadcasting Company. The network was formed in 1941, and is not incorporated. It is organized under "Articles of Association," and is operated by a board of directors made up of one member from each of the affiliated stations. Responsibility for day to day operation rests with the chairman of the board of directors.

The network does have a constant flow of programs over its wires. Among its regular programs is "The New England College Glee Clubs," which picks up broadcasts from the glee clubs of the many colleges in New England. This is a sponsored broadcast. It also has a regular sustaining program originating from Washington which features a round-table discussion by the Senators and Representatives from the New England states. The network does have permanently leased lines, and these lines are reversible between Hartford and Boston. Actually the network has very little time for sale. It does, however, hold option time on its member stations for time which is not used by the National Broadcasting Company. Programs still have to be cleared with the individual stations before broadcast. The individual stations do not feed programs to the network as a rule. Station WBZ is the key station of the network, and station WTIC also feeds a number of programs to the network.

Rates are based on the rate cards of the individual stations. The following rates are in effect for the New England Network. A one-hour program, Class A time, costs \$1540.00. Class B time would cost \$770.00 for one hour, and Class D time sells for \$1155.00 an hour. These rates are for the entire network. However, combinations of stations are available. All continuities and scripts must be submitted for the approval of the Program Director one week in advance.

The stations of the network take less than 5% of their programs from the New England Network. These programs are almost wholly of a commercial nature. Of the four stations which answered the questionnaire, three stated that better than 80% of the network programs were commercial. In contrast, the stations take approximately 50% of their programs from the National Broadcasting Company.

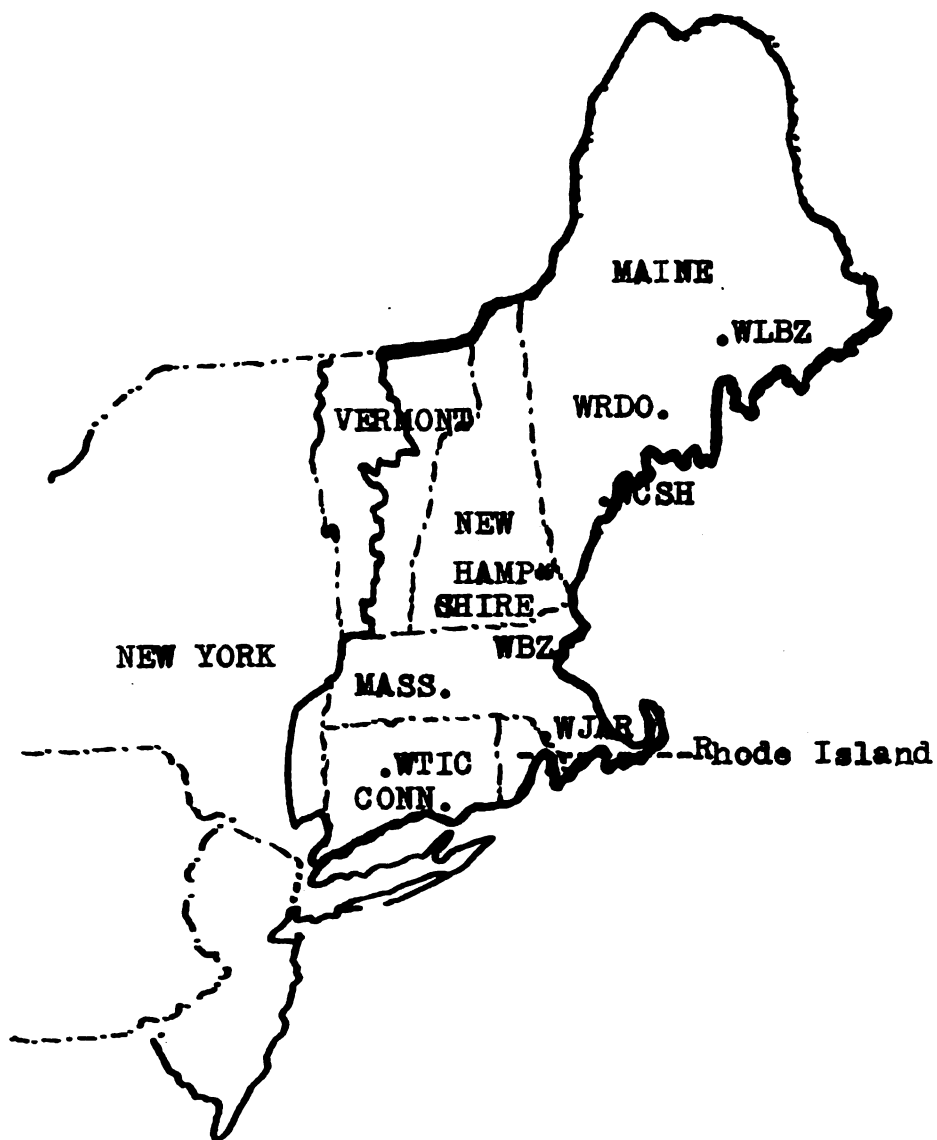
Two of the stations answering the questionnaire did have frequency modulation stations, and both of them did duplicate the programs from the AM station.

TABLE III

STATIONS OF THE NEW ENGLAND NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Augusta Maine	WRDO	1400	250	4960 RH 22210 RH	Unlimited	National	WRDO Inc., 175 Water St.
Bangor Maine	WLBZ	620	5000	100000 RH	Unlimited	National	Maine Bdcstg. Co., Inc., 100 Main Street
Boston Massachusetts	WBZ	1030	50000	224520 RH 250590 RH	Unlimited	National	Westinghouse Radio Stations Inc., 1170 Sol- diers Field Road
Hartford Connecticut	WTIC	1080	50000	1500000	Unlimited	National	Travelers Bdcstg. Service Inc., 26 Grove Street
Portland Maine	WCSH	970	50000	500000	Unlimited	National	Congress Square Hotel Co., 157 High Street
Providence Rhode Island	WJAR	920	50000	1718000	Unlimited	National	The Outlet Co. 176 Weybosset Street.

Figure 3.
Coverage of the New England Network



YANKEE NETWORK

The Yankee Network is composed of twenty-four stations located in all of the New England States. All the members of the Yankee Network are affiliates of the Mutual Broadcasting System. The Yankee Network is one of the oldest of the regional networks, having been formed in 1930. It is incorporated in the state of Massachusetts.

There is a constant flow of programs on the Yankee Network. Among the programs which go out regularly are a newscast which is on the air six times each week, a recorded program which is on every Monday, Wednesday and Friday, the Deems Taylor Concert Series which is heard on the network five nights a week, a mystery show each Sunday, and a quiz-show three times a week. In addition to these programs, the Yankee Network has a number of sustaining shows on the air. It does try to furnish its member stations with public service programs. The network maintains permanently leased lines for its broadcasts. However, its lines are not reversible, and as a result, the member stations of the network do not feed programs to the network as a rule. Most of the programs originate at WNAC, the key station of the Yankee Network. In case of special events occurring near one of the member stations, special lines would be set up to WNAC for the broadcast.

Rates on the Yankee Network follow this schedule. A

one-hour program on Class A time, which is time between 6 and 10:30 P.M. would sell for \$2505.00. This length program on Sunday afternoon would sell for \$1875.00. On Class B time, which is time between 8 A.M. and 6 P.M. and from 10:30 to 12:00 P.M., would sell for \$1252.00. These rates are for the full network, and include line charges. Special groups of stations are available. In case the advertiser wished a special group, the rate would be based on the rate cards of the stations concerned. The Yankee Network maintains sales, program, production, music, public relations and publicity departments, and they are available to the advertiser at additional cost.

The stations of the Yankee Network take nearly 15% of their program structure from the regional network. The eleven stations which answered the questionnaire stated that the programs were about equally divided between commercial and sustaining programs. The same stations indicated that they took approximately 40% of their programs from the Mutual Broadcasting System.

Twelve stations in the Yankee Network have frequency modulation stations. Those stations which answered the questionnaire indicated that they did duplicate the program structure of the AM station in most cases. The differences were in programs of a local nature which could not be broadcast because of a conflict with network programs.

TABLE IV

STATIONS OF THE YANKEE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Augusta Maine	WFAU	1340	250	4960 RH 22210 RH	Unlimited	Mutual	Twin City Bdstng. Co. Inc., 160 Bangor Street
Bangor Maine	WJOR	1230	250	8420 RH 29340 RH	Unlimited	Mutual	Bangor Bdstng. Service, 22 State Street
Boston Massachusetts	WNAC	1260	5000	224520 RH 250950 RH	Unlimited	Mutual	Yankee Network, 21 Brookline Ave.
Bridgeport Connecticut	WICC	600	1000 Day 500 Night	48800 RH 143400 RH	As Indica- ted	Mutual	Yankee Network Stratfield Hotel
Claremont, New Hampshire	WTSV	1230	250	79000	Unlimited	Mutual	Granite State Bdcstg. Co.
Concord New Hampshire	WKXL	1450	250	60000	Unlimited	Mutual	Charles M. Dale Eagle Hotel
Fall River Massachusetts	WSAR	1480	5000	33810 RH 112010 RH	Unlimited	Mutual	Fall River Bdcstng. Co., Inc. Academy Bldg.
Fitchburg Massachusetts	WEIM	1340	250	12420 RH 151390 RH	Unlimited	Mutual	Radio Station WEIM, 717 Main St.
Greenfield Massachusetts	WHAI	1240	250	70000	Unlimited	Mutual	John W. Haigis, 356 Main St.
Hartford Connecticut	WONS	1410	5000	55350 RH 151690 RH	Unlimited	Mutual	Yankee Network 54 Pratt Street

TABLE IV(continued)

STATIONS OF THE YANKEE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Holyoke, Massachusetts	WHYN	1400	250	16790 RH 101620 RH	Unlimited	Mutual	Hampden-Hampshire Corp., 180 High Street
Laconia New Hampshire	WLNH	1340	250	4140 RH 8260 RH	Unlimited	Mutual	Northern Bdstng. Corp., Main St.
Lewiston, Maine	WCOU	1240	250	10520 RH 22600 RH	Unlimited	Mutual	Twin City Bdstng. Co., 234 Main St.
Lowell Massachusetts	WLLH	1400	250	386000	Unlimited	Mutual	Merrimac Bdstng. Co., Inc., 39 Kearney Street
Manchester New Hampshire	WKBR	1240	250	125000	Unlimited	Mutual	Granite State Bdstng. Co., 155 Front St.
New London Connecticut	WNLC	1490	250	9950 RH 42470 RH	Unlimited	Mutual	Thames Bdstng. Co., 281 State St.,
Pittsfield Massachusetts	WBRK	1340	250	130000	Unlimited	Mutual	Greylock Bdstng. Co., 8 Bank Row
Portland Maine	WMTW	1490	250	100000	Unlimited	Mutual	Yankee Network Falmouth Road.
Portsmouth, New Hampshire	WHEB	750	1000	4530 RH 20810 RH	Limited with WSB	Mutual	WHEB Inc., Lafayette Road.

TABLE IV (CONTINUED)

STATIONS OF THE YANKEE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Providence Rhode Island	WEAN	790	5000	1000000	Unlimited	Mutual	Yankee Network Inc., Crown Hotel
Rutland Vermont	WSYB	1380	1000	1000000	Unlimited	Mutual	Philip Weiss Music Co., 35 Washington St.
Waterbury, Connecticut	WWCO	1240	250	31500 RH 164110 RH	Unlimited	Mutual	Mattatuck Bdcastng.Co. 119 W.Main St.
Waterbury, Vermont	WDEV	550	1000	280000	Unlimited	Mutual	Lloyd E. Squier, 8 Stowe Street.
Worcester, Massachusetts	WAAB	1440	5000	650000	Unlimited	Mutual	Yankee Network Inc., 34 Mechanic Street

TABLE V

STATIONS OF THE QUAKER NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Allentown, Pennsylvania	WSAN	1470	5000	27000 RH 50490 RH	Unlimited	National	Lehigh Valley Bdstng. Co., 39 N. Tenth St.
Altoona, Pennsylvania	WFBG	1340	250	22430 RH 39550 RH	Unlimited	National	Cable Bdstng. Co., 1318 11th Avenue
Easton, Pennsylvania	WEST	1400	250	9920 RH 46890 RH	Unlimited	National Mutual	Associated Bdstrs. Inc., 516 Northampton St.
Erie, Pennsylvania	WLEU	1450	250	32490 RH 52160 RH	Unlimited	Mutual	WLEU Bdstng. Corp., Commerce Bldg.
Harrisburg, Pennsylvania	WKBO	1230	250	25340 RH 51540 RH	Unlimited	National Mutual	Keystone Bdstng. Corp., 31 N. Second Street
Hazleton, Pennsylvania	WAZL	1490	250	9430 RH 111540 RH	Unlimited	National Mutual	Hazleton Bdstng. Co., Hazleton Nat'l Bank Bldg.
Johnstown, Pennsylvania	WJAC	1400	250	16830 RH 54120 RH	Unlimited	National	WJAC Inc., 329 Main Street
Lancaster, Pennsylvania	WGAL	1490	250	17660 RH 62090 RH	Unlimited	National	WGAL Inc., 8 W. King Street
Newcastle, Pennsylvania	WKST	1280	1000	13030 RH 27310 RH	Unlimited	Mutual	WKST Inc., Cathedral Bldg.

10-1-1

TABLE V(continued)

STATIONS OF THE QUAKER NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Philadelphia Pennsylvania	WFIL	560	5000	532330 RH 532330 RH	Unlimited	American	Triangle Pub. Inc., Widener Bldg.
Pittsburgh, Pennsylvania	WWSW	1490	250	183700 RH 388500 RH	Unlimited	None	WWSW Inc., Hotel Sheraton
Reading Pennsylvania	WRAW	1340	250	31510 RH 69770 RH	Unlimited	National Mutual	Reading Bdcstng. Co., Inc., 19 N. Fifth St.
Scranton Pennsylvania	WGBI	910	1000 Day 500 Night	38400 RH 75640 RH	Shares time with WQAN	Columbia	Scranton Bdostrs. Inc., 1000 Wyoming Avenue
Sunbury Pennsylvania	WKOK	1240	250	4780 RH 35560 RH	Unlimited	None	Sunbury Bdcstng. Corp., 1150 N. Front Street
Wilkes-Barre, Pennsylvania	WBRE	1340	250	21340 RH 111540 RH	Unlimited	National	Louis G. Baltimore, 62 S. Franklin St.
Williamsport, Pennsylvania	WRAC	1400	250	12950 RH 27980 RH	Unlimited	National	WRAC Inc., 244 W. 4th St.
York Pennsylvania	WORK	1350	1000	16630 RH 53730 RH	Unlimited	National Mutual	York Bdcstng. Co. Inc., 13 S. Beaver Street

Other stations available on request.

CHAPTER IV

REGIONAL NETWORKS OF THE SOUTHEASTERN UNITED STATES

There are three regional networks to be found in the Southeastern United States. These are the Tobacco Network, the Georgia Association of Local Stations and the Georgia Major Market Trio.

The author has surveyed the Tobacco Network. In the following chapter will be found the discussion, table of stations, and the coverage map for the Tobacco Network, as well as the table of stations for the Georgia Association of Local Stations and the Georgia Major Market Trio.

The first of these is the fact that the
 data is not normally distributed. The
 second is that the data is not
 independent. The third is that the
 data is not stationary. The fourth
 is that the data is not homogeneous.
 The fifth is that the data is not
 symmetric. The sixth is that the
 data is not linear. The seventh
 is that the data is not additive.
 The eighth is that the data is not
 multiplicative. The ninth is that
 the data is not commutative. The
 tenth is that the data is not
 associative. The eleventh is that
 the data is not distributive. The
 twelfth is that the data is not
 transitive. The thirteenth is that
 the data is not reflexive. The
 fourteenth is that the data is not
 symmetric. The fifteenth is that
 the data is not transitive. The
 sixteenth is that the data is not
 reflexive. The seventeenth is that
 the data is not symmetric. The
 eighteenth is that the data is not
 transitive. The nineteenth is that
 the data is not reflexive. The
 twentieth is that the data is not
 symmetric. The twenty-first is that
 the data is not transitive. The
 twenty-second is that the data is
 not reflexive. The twenty-third is
 that the data is not symmetric. The
 twenty-fourth is that the data is
 not transitive. The twenty-fifth
 is that the data is not reflexive.

TOBACCO NETWORK

The Tobacco Network is composed of eight stations, six of which are also affiliates of the Mutual Broadcasting System. The other two are independent stations. The network was formed in 1944 and is incorporated in the state of North Carolina.

There is a constant flow of programs on the network. For the week of January 23 to January 29, 1949, there was an average of nine programs per day on the network. One newscaster was on the network four times daily, six days a week. Most of the programs which are on the network are of a cooperative type, which means that the program goes on the network but is sold locally by each station. The network is unique in that it has no lines whatsoever. The programs are transmitted by frequency modulation relay, using high-gained, beamed antenna. This is the only one of the networks surveyed which used this method. In addition to the programs, the network also has a number of spot-announcements for commercial advertisers. The network does hold a certain amount of option time on its member stations, but the programs still must be cleared with the stations before broadcast. Occasionally the member stations do feed programs to the network, but most of the programs originate at WRAL, the key station of the Tobacco Network. Most of the programs which the individual stations do feed to the network are special events occur-

ring in the vicinity of the station which would be of interest to the people of North Carolina.

The rates on the Tobacco Network follow this schedule. A one-hour program on Class A time, which is all time from 8:00 A.M. until 10:30 P.M. daily, costs the advertiser \$200.00 for the full network. The same length program on Class B time, which is all other time, would sell for \$150.00. Frequency discounts are allowable. The program on Class A time broadcast for 260 times would then cost \$160.00 per program. Any combination of stations on the Tobacco Network is available if so desired. The network maintains continuity, program, production, publicity and merchandising departments which are available to the advertiser.

The stations of the Tobacco Network take slightly over 5% of their program structure from the network. Most of the programs on the network are of a commercial nature. The stations of the Tobacco Network which are also affiliates of the Mutual Broadcasting System take approximately 40% of their program structure from the national network.

Four of the stations on the network have frequency modulation stations. These stations do duplicate a portion of the programs on the AM station. However, they tend to use the FM station for coverage of strictly local events which might take place when a network program was on the air on the AM station.

TABLE VI

STATIONS OF THE TOBACCO NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Durham, North Carolina	WTIK	730	1000	750000	Daytime	None	Durham Bdcstng. Co., 211½ E. Main Street
Fayetteville, North Carolina	WFNC	1450	250	3940 RH 10940 RH	Unlimited	Mutual	Cape Fear Bdcstng. Co., 114 Anderson Street
Goldsboro, North Carolina	WGBR	1400	250	4040 RH 10640 RH	Unlimited	None	Eastern Carolina Bdcstng. Co. Inc., Borden Bldg.
Greenville North Carolina	WGTC	1490	250	150000	Unlimited	Mutual	Greenville Bdcstng Co., Box 898
Jacksonville, North Carolina	WJNC	1240	250	40000	Unlimited	Mutual	Jacksonville Bdcstng. Co. Highway 24
New Bern North Carolina	WHIT	1450	250	2890 RH 6380 RH	Unlimited	Mutual	Coastal Bdcstng. Co., U.S.H'way 17 South
Raleigh, North Carolina	WRAL	1240	250	55000	Unlimited	Mutual	Capital Bdcstng. Co., Inc., 130 S. Salisbury Street
Wilmington North Carolina	WGNI	1340	250	8400 RH 12610 RH	Unlimited	Mutual	New Hanover Bdcstng. Co. Box 869

Figure 5.
Coverage of the Tobacco Network

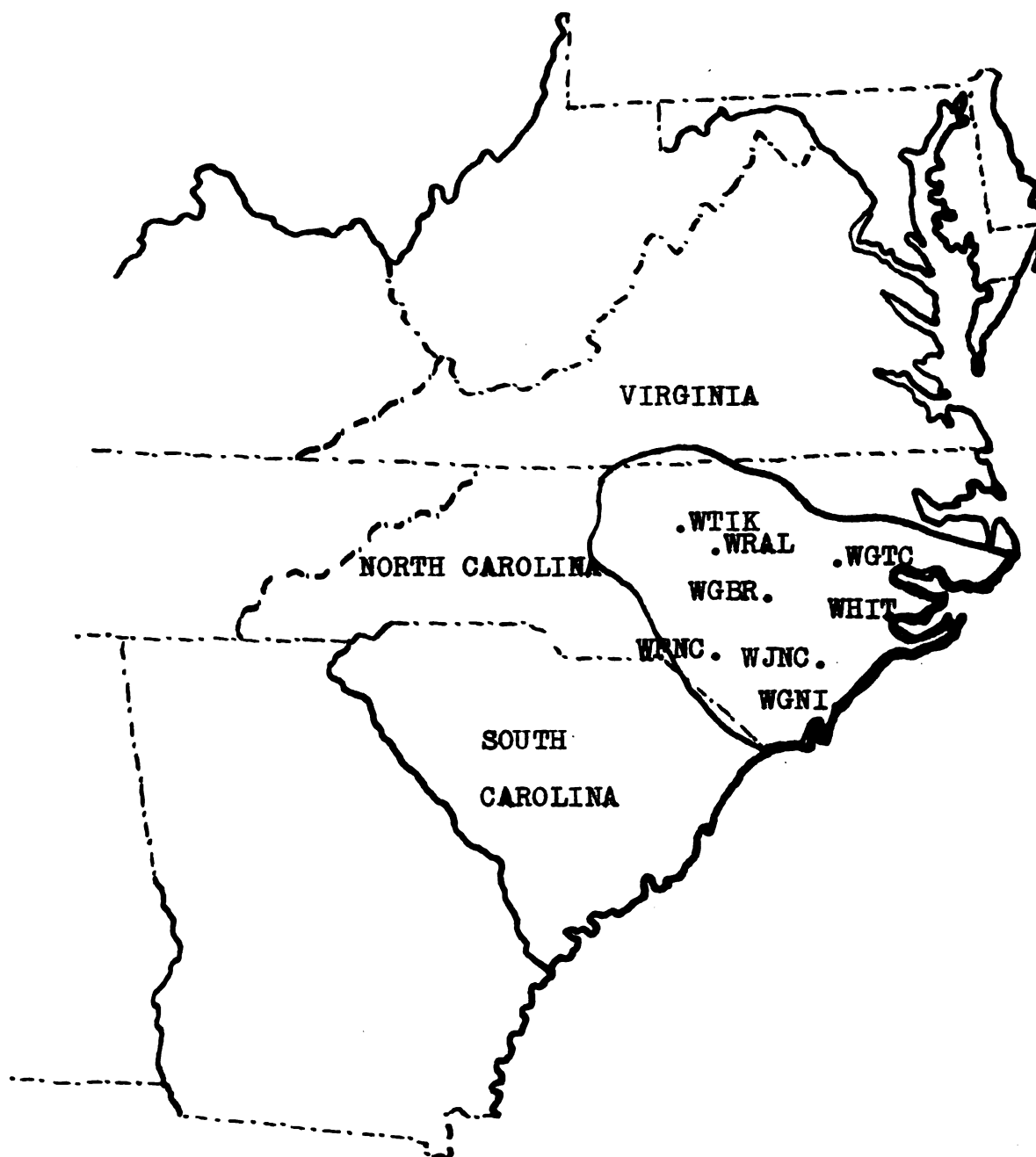


TABLE VII

STATIONS OF THE GEORGIA ASSOCIATION OF LOCAL STATIONS

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Americus	ADEC	1230	250	2430 RH 4370 RH	Unlimited	Mutual	Americus Bdcstng Co., 110 Windsor Avenue
Athens	WGAU	1340	250	5750 RH 7510 RH	Unlimited	Columbia	J.K. Patrick & Co., Bobbin's Mill Road
Atlanta	WGLS	970	1000	99040 RH 137220 RH	Daytime	None	DeKalb Bdcstng. Co., Phelps Bldg. Decatur, Ga.
Carrollton	WLBB	1100	250	1830 RH 6260 RH	Daytime	None	Carroll Bdcstng. Co., Inc., Peoples Bank Bldg.
Cartersville	WBHF	1450	250	1680 RH 5510 RH	Unlimited	Mutual	W. Ryan Frier, Box 71
Cedartown	WGAA	1340	250	2260 RH 6400 RH	Unlimited	American	Northwest Georgia Bdcstng. Co., West Theatre Bldg.
Cordele	WMJM	1490	250 Day 100 Night	1980 RH 3310 RH	As indicated	Mutual	Southeastern Bdcstng. System 20th Ave. and B St.
Covington	WMOC	1490	250	1070 RH 4270 RH	Unlimited	Mutual	Covington News Inc., 621 Monticello St.

TABLE VII(continued)

STATIONS OF THE GEORGIA ASSOCIATION OF LOCAL STATIONS

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Affiliation	Owner
Dalton	WBLJ	1230	250	2970 RH 6210 RH	Unlimited	Mutual	Dalton Bdcstng. Corp.,111 S. Pentz St.
Dawson	WDWD	990	1000	730 RH	Daytime	None	Dawson Bdcstng. Co.
Dublin	WMLT	1340	250	2040 RH 5470 RH	Unlimited	Mutual	Dublin Bdcstng. Co.,Franklin and Moore St.
Fitzgerald	WBHB	1240	250	2000 RH 2990 RH	Unlimited	Mutual	Ben Hill Bdcstng. Corp.,600 Roanoke Drive
Gainesville	WDUN	1400	250	2770 RH 8480 RH	Unlimited	None	Northeast Georgia Bdcstng.,Co., 115½ S.Bradford
Griffin	WKEU	1450	250	3560 RH 6790 RH	Unlimited	Mutual	Radio Station WKEU, Box 155
Milledgeville	WAVG	1450	250	1760 RH 3490 RH	Unlimited	Mutual	Jere N.Moore, Georgia Military College
Moultrie	WMGA	1400	250	2440 RH 6640 RH	Unlimited	None	John F.Pidcock Moultrie
Rome	WROM	700	1000	7330 RH 13630 RH	Daytime	None	Coosa Valley Radio Co.,121 Broad St.

TABLE VII(continued)

STATIONS OF THE GEORGIA ASSOCIATION OF LOCAL STATIONS

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Savannah	WFRP	1230	250	26540 RH 32610 RH	Unlimited	None	Georgia Bdcstng. Co., 219 E. Charlton St.
Statesboro	WWNS	1490	250	1280 RH 4740 RH	Unlimited	Mutual	Alfred Dorman Box 146
Thomaston	WSFT	1220	250	1650 RH 5490 RH	Daytime	Mutual	Thomaston Bdcstng. Co. Box 839
Thomasville	WKTG	730	1000	3350 RH 6900 RH	Daytime	None	Southern Bdcstng. System Inc., Bank of Thomas County Bldg.
Tifton	WWGS	1340	250	1400 RH 4060 RH	Unlimited	Mutual	Tifton Bdcstng. Co., 800 S. Main St.
Toccoa	WLET	1450	250	1350 RH 2680 RH	Unlimited	Mutual	R. G. LeTourneau, Prather Bridge Road
Vidalia	WRQN	1450	250	970 RH 3050 RH	Unlimited	Mutual	Vidalia Bdcstng. Co.
Waycross	WAYX	1230	250	4290 RH 6600 RH	Unlimited	Mutual	Jack Williams, 1600 Carswell Ave.
West Point	WRLD	1490	250	930 RH 9060 RH	Unlimited	Mutual	Valley Bdcstg. Co., Box 191

TABLE VIII
STATIONS OF THE GEORGIA MAJOR MARKET TRIO

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Atlanta	WAGA	590	5000	87160 RH 127220 RH	Unlimited	Columbia	Liberty Bdcstng. Co., Western Union Bldg.
Macon	WMAZ	940	10000	15830 RH 22590 RH	Unlimited	Columbia	Southeastern Bdcstng. Co., Bankers Insur- ance Bldg.
Savannah.	WTOC	1290	5000	26540 RH 32610 RH	Unlimited	Columbia	Savannah Bdcstng. Co., 516 Abercorn Street

CHAPTER VI

REGIONAL NETWORKS OF THE NORTH CENTRAL UNITED STATES.

There are nine regional networks to be found in the North Central United States. These are the Great Northern, Inland, Iowa Tall Corn, Northwest, Paul Bunyan, Wolverine, Arrowhead, Dairyland and Wisconsin Networks.

The author has surveyed the Great Northern, Inland, Iowa Tall Corn, Northwest, Paul Bunyan and Wolverine Networks. In the following chapter will be found the discussion, table of stations and the coverage maps for these networks, as well as the table of stations for the Arrowhead, Dairyland and Wisconsin networks.

GREAT NORTHERN BROADCASTING SYSTEM

The Great Northern Broadcasting System is composed of 12 stations in three states, all of which are members of the Mutual Broadcasting System. It is incorporated under the laws of Minnesota. The network was formed in 1945.

Although all the stations are members of one network, the regional network is not sold as a unit to the Mutual Broadcasting System. The network, when it operates, uses the lines of Mutual. These lines are reversible from WLOL, the key station of the network of WGCX, Williston, North Dakota. However, stations KMHL and KDHL are not on this circuit. Occasionally the member stations do feed programs to the network. One program in which all members participated is a weather round-up during the winter months. Most of the programs fed by the individual stations are of a sustaining nature.

Rates for the network are based on the rate cards of the individual stations. As of January 14, 1948, a one-hour program on Class A time sold for \$1184.00. On Class B time it was worth \$795.25 and on Class C was \$546.30. Any group of stations could be purchased, although programs had to be cleared with each station before it was broadcast. An advertiser desiring to use four of the stations would get the

price of the regular rate cards, less $2\frac{1}{2}\%$, for eight stations the discount would be 5% and for the full network of twelve stations, the advertiser would be allowed a discount of $7\frac{1}{2}\%$. Mutual cooperative programs are available for sponsorship on the entire network and the network does have production services available.

There is not a constant flow of programs on the net. The programs which have gone out on the network have been equally divided between commercial and sustaining programs. Most of the commercial programs have been of a political nature in which the sponsoring group has purchased the stations within the state in which the campaign is taking place. Among the sustaining shows are the aforementioned weather round-up, Community Chest programs, and a program which led a drive for collection of a fund for survivors of a bus accident which took the lives of six members of a baseball team.

The stations answering the questionnaire stated that they took less than 5% of their program structure from the regional network, while taking approximately 50% from the national network.

None of the stations in the Great Northern Broadcasting System have frequency modulation as yet.

TABLE IX

STATIONS OF THE GREAT NORTHERN BROADCASTING SYSTEM

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Devils Lake, North Dakota	KDLR	1240	250	1040 RH 3060 RH	Unlimited	Mutual	KDLR Inc., 1025 3rd St.
Faribault, Minnesota	KDHL	920	1000	790954	Unlimited	Mutual	Lee-Smith Bdoestg. Co., 213 Central Avenue
Fergus Falls, Minnesota	KGDE	1230	250	2630 RH 13410 RH	Unlimited	Mutual	Fergus Road Corporation
Grand Forks, North Dakota	KNOX	1400	250	3600 RH 6680 RH	Unlimited	Mutual	Community Radio Corp., Box 1110
Mandan, North Dakota	KGCU	1270	1000 Day 250 Night	1080 RH 3700 RH	As indicated	Mutual	Madan Radio Assn. Inc., 200 3rd Ave., N.W.
Marshall, Minnesota	KMHL	1400	250	394400	Unlimited	Mutual	Harry Willard Linder, KMHL Bldg.
Minneapolis, Minnesota	WLOL	1330	5000	154840 RH 175200 RH	Unlimited	Mutual	Indeependent Merchants Bdoestg. Co., 1730 Hennepin.
Minot, North Dakota	KLPM	1380	5000 Day 1000 Night	400000	As indicated	Mutual	Minot Bdoestg. Co., Fair Block
Moorhead, Minnesota	KVOX	1340	250	459000	Unlimited	Mutual	KVOX Bdoestg. Co. 818 Center Ave.

TABLE IX (continued)

STATIONS OF THE GREAT NORTHERN BROADCASTING SYSTEM

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Valley City North Dakota	KOVC	1490	250	1110 RH 3890 RH	Unlimited	Mutual	KOVC Inc., 312 Fifth Avenue
Williston, North Dakota	KGCX	1480	5000-Day 1000-Night	250000	As indicated	Mutual	E.E. Krebsbach, 109 S. Central Avenue, Sidney, Montana
Willmar, Minnesota	KWLM	1340	250	2260 RH 6680 RH	Unlimited	Mutual	Lakland Bdcstg. Company

Figure 6.

50

Coverage of the Great Northern Network

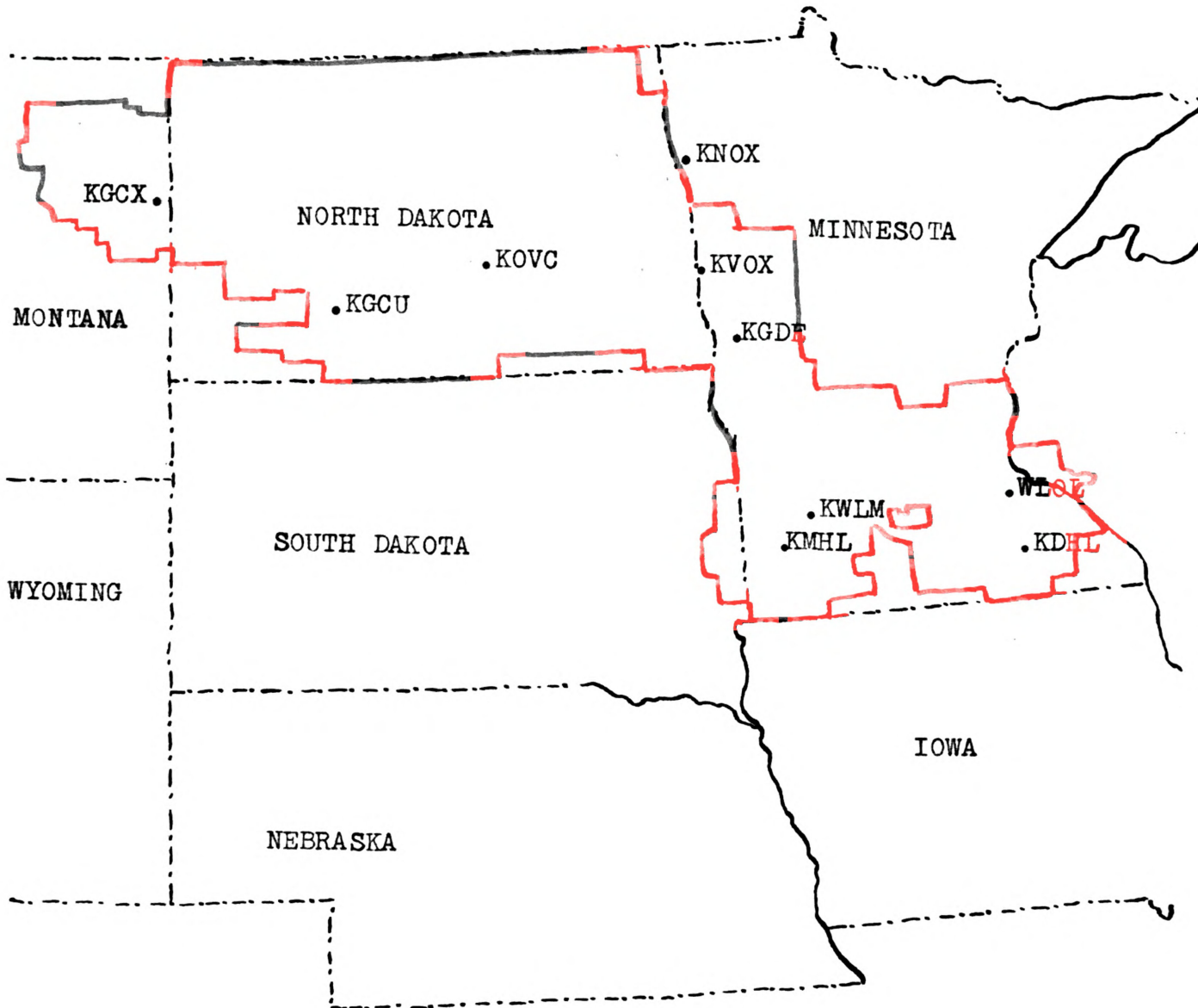
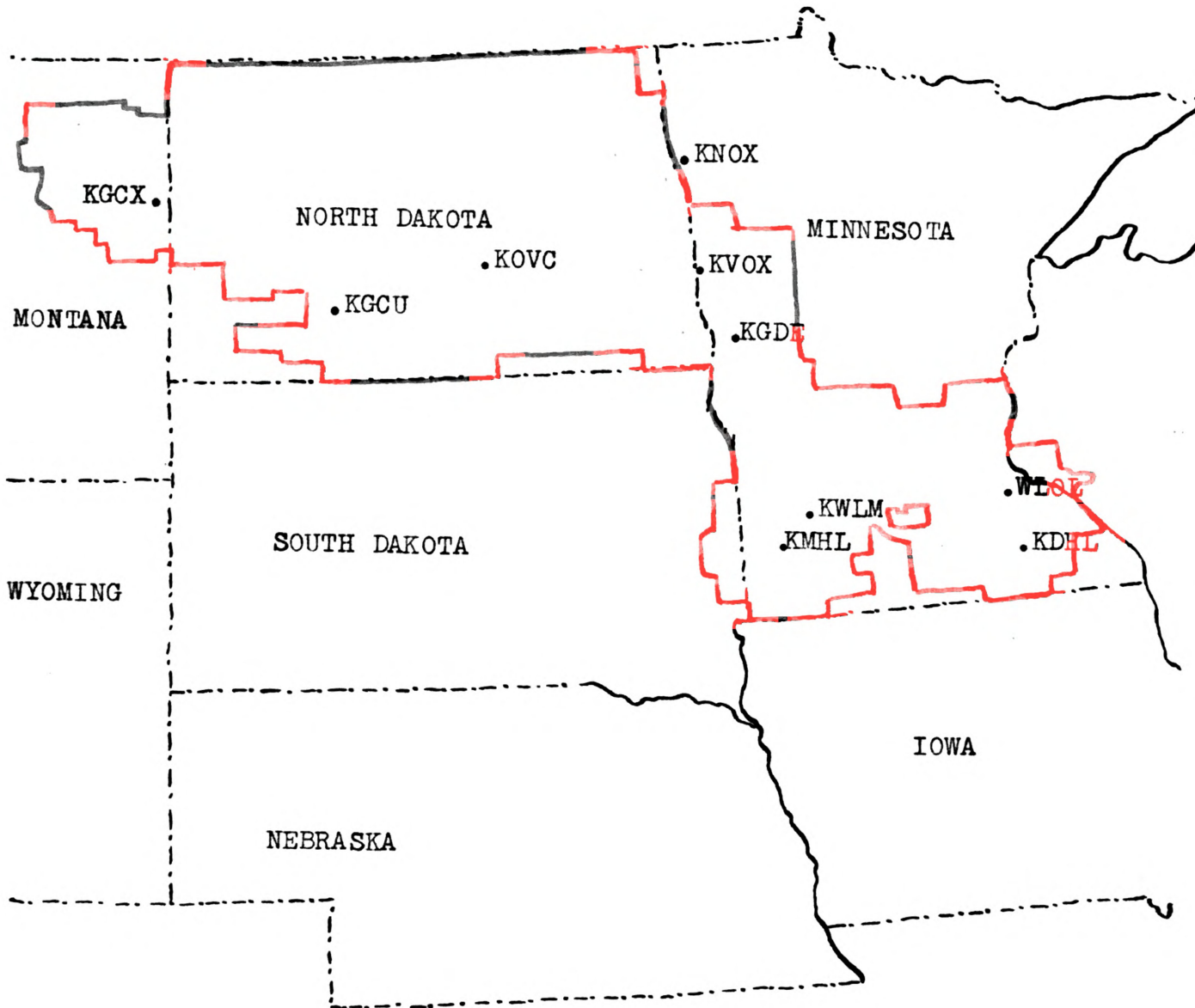


Figure 6.

Coverage of the Great Northern Network



INLAND BROADCASTING COMPANY

The Inland Broadcasting Company is composed of three stations, all in Nebraska. The stations are under common ownership and are all members of the Mutual Broadcasting System. Inland is a basic leg of Mutual. The network was formed in 1947 and is not incorporated. Business affairs of the network are handled by station KBON in Lincoln.

The network is sold as a unit to the national network. Lines for the network are reversible and occasionally stations other than the key station do feed programs to the net. Programs from stations other than KBON are usually of a sustaining nature.

A sampling of rates shows that at 10:15 in the morning, a half-hour program, sold for 13 weeks, would cost the sponsor \$64.13 per program. At 9:45 in the evening, a fifteen minute program, sold for one year, would cost \$50.63 for each program. At 8:00 in the evening, a one-minute announcement, sold for 52 times, would sell for \$20.25 each. These rates are for line charges and time only. However, there is no additional charge made for BMI, ASCAP or SESAC music. The network will accept no advertising for hard liquor. However, it will take beer or light wine ads. There are facilities available for remote broadcasts, should they be desired. The regular rates would hold for recorded program.

There is not a constant flow of programs on the network, other than those of Mutual. However, the Inland Network has done considerable work for regional advertisers, and does maintain full promotions services in addition to those maintained by the individual stations. The stations take less than 5% of their program structure from the Inland Network while taking approximately 45% from Mutual.

One station, KBON, does have FM and the programs on it are a duplication of the programs on the AM station.

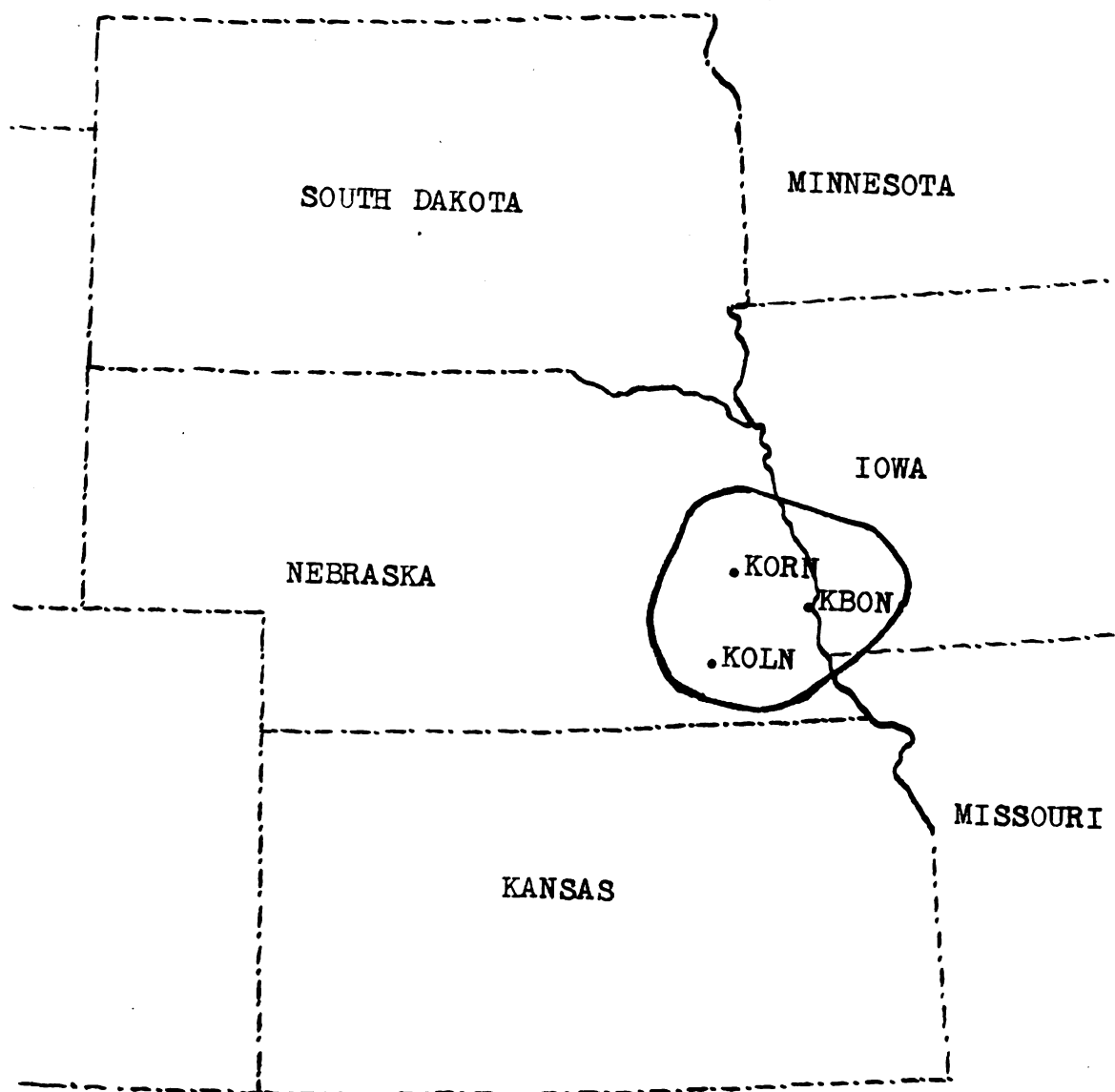
TABLE X

STATIONS OF THE INLAND NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Fremont Nebraska	KORN	1340	100	128100	Unlimited	Mutual	Inland Bdcstg. Co., 118 E. 5th Street
Lincoln Nebraska	KOLN	1400	250	244100	Unlimited	Mutual	Inland Bdcstg. Co., 211 Federal Securities Bldg.
Omaha Nebraska	KBON	1490	250	445300	Unlimited	Mutual	Inland Bdcstg. Co., 676 Saunders Kennedy Bldg.

Figure 11.

Coverage of the Inland Network



IOWA TALL CORN NETWORK

The Iowa Tall Corn Network is composed of sixteen stations, nine of which are members of the Mutual Broadcasting System. The other seven stations are independents. The stations cover the state of Iowa completely. The network was formed in 1946, and is not incorporated. Rather, it is an association of stations, with a manager who represents the network in sale of time.

There is a constant flow of programs on the network. The network does maintain permanently leased lines to most of the stations, and when demanded, special circuits are set up to the rest. These lines are not reversible. However, there are a number of programs fed to the network from the individual stations, and for this purpose, special lines are set up.

The network is available as a unit, or in small groups. There are six of these groups, set up so as to furnish coverage in special parts of Iowa. In the Northeast Group are KICM, KAYX, KDEC, and KDTH. KICD, KICM, KVFD, KFJB, KWDM and KSIB compose the Central Six Group. The Central Four Group is made up of KVFD, KFJB, KWDM and KSIB. In the Greater Mississippi Group are KDEC, KDTH, KROS, KSTT, KWPC and KOKX. The Southeast Group is composed of KROS, KSTT and KWPC. The largest group is the Greater Iowa Group which is made up of KICD, KICM, KVFD, KAYX, KFJB, KWDM and KSIB.

Rates for the Iowa Tall Corn Network are set up on the rate cards of the individual stations. However, an advertiser using three of the stations would receive a discount of $2\frac{1}{2}\%$. If he used five of the stations, there would be a discount of 5%. Seven stations would receive a discount of $7\frac{1}{2}\%$, and so on to the full network. Mutual cooperative programs are available for sponsorship. Beer and light wine ads are acceptable except at station WDEC. Production services are available, and the headquarters of the network will work out special programs. Political broadcasts are acceptable.

The stations on the network state that they take less than 5% of their program structure from the regional network. They also take less of their program structure from the major network, using only 30%. The Iowa Tall Corn Network makes no attempt to furnish its member stations with a constant flow of sustaining programs. Most of the programs which have gone out on the network have been of a commercial nature. Most of the stations which answered the questionnaire stated that 100% of the network's shows were commercial.

Four of the stations which answered the questionnaire had frequency modulation stations. Three of them duplicated the programming of the AM station. The other station had only 15% duplication.

TABLE XI

STATIONS OF THE IOWA TALL CORN NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Cedar Rapids	KCRI	1450	250	300000	Unlimited	None	Cedar Rapids Bdcstg. Corp.
Clinton	KROS	1340	250	751700	Unlimited	Mutual	Clinton Bdcstg. 245 5th Ave. S.
Council Bluffs	KSWI	1560	500	11780 RH 19220 RH	Daytime	None	Nonpareil Bdcstg. Co., Strand Theatre Bldg.
Creston	KSIB	1520	1000	2490 RH 5120 RH	Daytime	None	Southwest Iowa Bdcstg. Co. Radio Center
Davenport	KSTT	750	250	19550 RH 25350 RH	Daytime	Mutual	Davenport Bdcstg. Co., Inc. 324 Main St.
Decorah	KDEC	1240	250	1600 RH 6130 RH	Specified Hours	Mutual	Telegraph-Herald 301 W. Broadway
Des Moines	KWDM	1150	1000	47620 RH 58010 RH	Unlimited	None	Des Moines Bdcstg. Corp. 407 Fifth Ave.
Dubuque	KDTH	1370	1000	275000	Unlimited	Mutual	Telegraph-World 8th and Bluff
Fort Dodge	KVFD	1400	250	300000	Unlimited	Mutual	Northwest Bdcstg Co., 912 First Ave., S.

TABLE XI(continued)

STATIONS OF THE IOWA TALL CORN NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Keokuk	KOKX	1310	250	250000	Daytime	None	Keokuk Bdcstg. Co., 5th and Main Streets.
Marshalltown	KFJB	1230	250	200000	Unlimited	Mutual	Marshall Electric Co., 136 W. Main Street
Mason City	KICM	1490	250	165000	Unlimited	Mutual	Mason City Bdcstg. Co., 5 Second St., S.W.
Muscatine	KWPC	860	250	5700 RH 9780 RH	Daytime	None	Muscatine Bdcstg. Co., Ltd., Mul-Berry and Hauser
Sioux City	KTRI	1470	5000	23130 RH 29230 RH	Unlimited	Mutual	Sioux City Bdcstg. Co., Commerce Bldg.
Spencer	KICD	1240	250	2030 RH 5380 RH	Unlimited	Mutual	Iowa Great Lakes Bdcstg. Co. Box 631
Waterloo	KAYX	1090	1000	15020 RH 23550 RH	Daytime	None	Waterloo Bdcstg. Co., 620 1/2 Lafayette St. 58

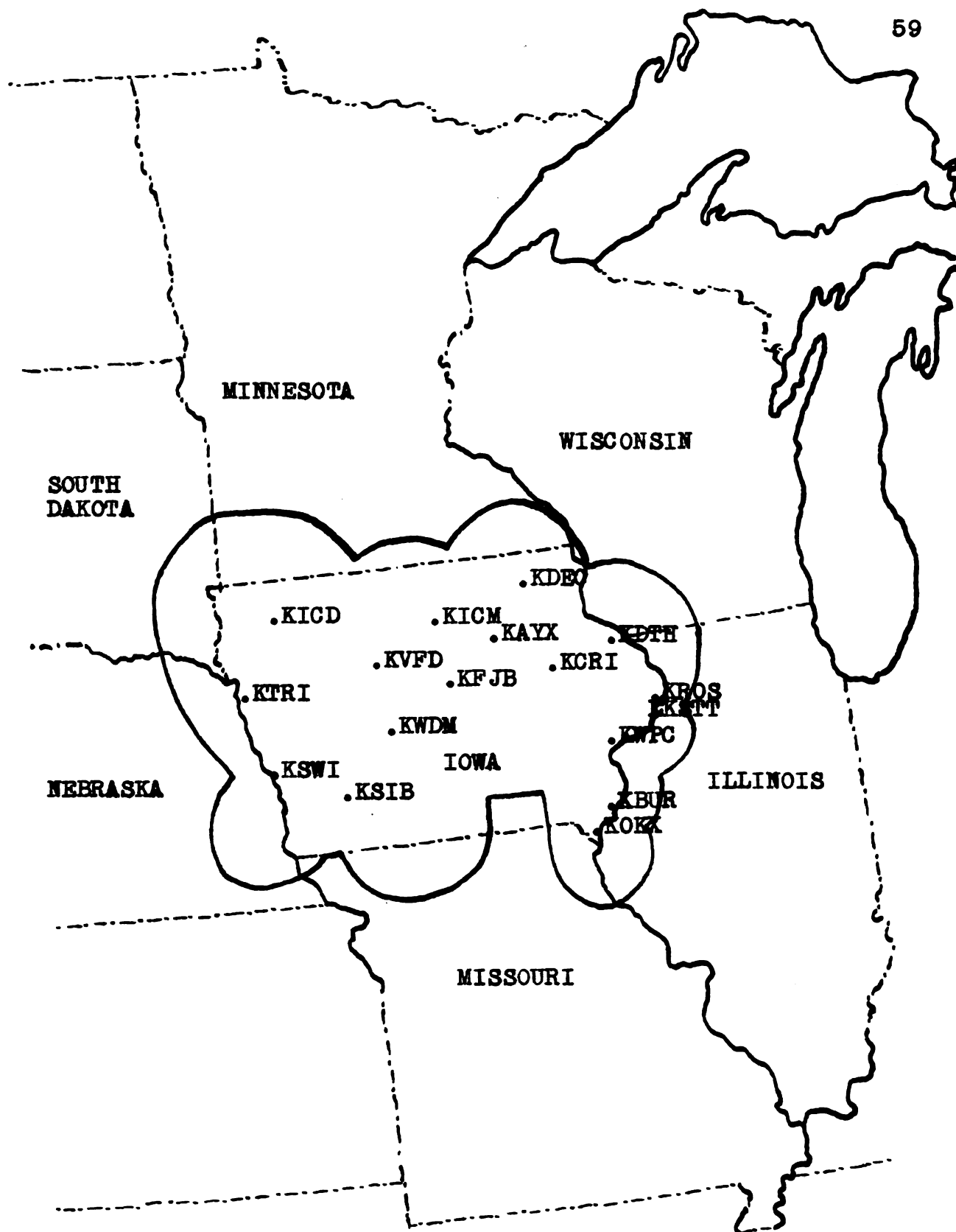


Figure 7.

Coverage of the Iowa Tall Corn Network

NORTHWEST NETWORK

The Northwest Network is composed of ten stations, all affiliates of the National Broadcasting Company. Its effective coverage is in the three states of North Dakota, South Dakota and Minnesota. The network is not incorporated. It is an agreement among the stations concerned. Network operations are handled by KSTP, the key station of the network, and the key station of the Northwest leg of NBC.

There is not a constant flow of programs on the network. It comes into operation only when a sponsor desires coverage in the area, or when an event of regional interest takes place. The network operates on the lines of the National Broadcasting Company. It holds no option time on its member stations, and each program has to be cleared with the individual stations before broadcast.

Rates are based on the individual station rate cards. No additional charge is made for lines. Talent fees are extra. Any combination of the stations on the network may be obtained. Frequency discounts are allowed.

The stations take less than 5% of their program structure from the regional network. These programs are primarily commercial programs. The stations take approximately 55% of their programs from NBC. Only rarely do the individual stations feed programs to the network. When they do, the programs are of a sustaining nature.

Two of the stations which answered the questionnaire did have frequency modulation stations. One of these stations duplicated the program structure of the AM station. The other one stated that the FM station was used to broadcast local programs. It did, however, broadcast a great number of the same programs as the AM station.

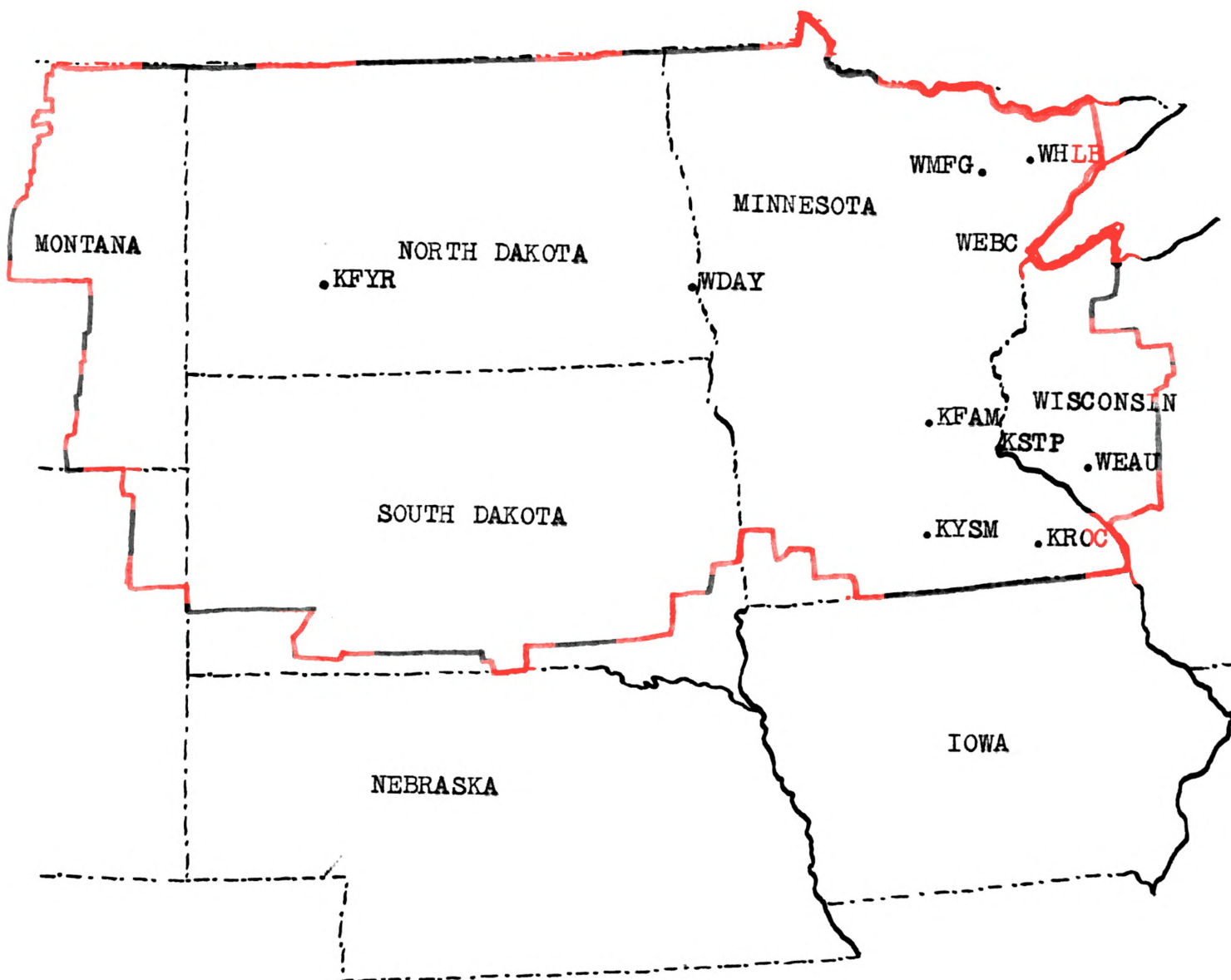
TABLE XII

STATIONS OF THE NORTHWEST NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Bismarck North Dakota	KFYR	550	5000	1000000	Unlimited	National	Meyer Bdcstg. Co., 320 Broad- way
Duluth Minnesota	WEBC	1320	5000	30070 RH	Unlimited	National	Head of the Lakes Bdcstg.Co.
Eau Claire, Wisconsin	WEAU	790	5000	555300	Unlimited	National	Central Bdcstg. Co., 203 S. Barstow Street
Fargo North Dakota	WDAY	970	5000	5880 RH 10150 RH	Unlimited	National	WDAY Inc., Black Bldg.
Hibbing Minnesota	WMFG	1240	250	4580 RH 10150 RH	Unlimited	National	Head of the Lakes Bdcstg.Co.
Mankato, Minnesota	KYSM	1230	250	4620 RH 10490 RH	Unlimited	National	F.B.Clements and Co., 101 N.2nd Street
Minneapolis Minnesota	KSTP	1500	50000	154840 RH 175200 RH	Unlimited	National	KSTP Inc., 3415 University Ave.
Rochester, Minnesota	KROC	1340	250	500000	Unlimited	National	Southern Minne- sota Bdcstg.Co. 100 1st.Ave.Bldg.
St.Cloud Minnesota	KRAM	1450	250	5800 RH 22320 RH	Unlimited	National	Times Pub.Co., Weber Bldg.
Virginia Minnesota	WHLB	1400	250	3740 RH 59130 RH	Unlimited	National	Head of the Lakes Bdcstg.Co.

Figure 8.

Coverage of the Northwest Network



PAUL BUNYAN NETWORK

The Paul Bunyan Network is composed of four stations in Northern Michigan. All four stations are members of the Mutual Broadcasting System and all are owned by the same company. The network was formed in 1945 and is not incorporated. However, the name of the network is copyrighted.

The network is sold as a unit to the national network. It is connected with permanently leased lines, and these lines are reversible. As a result, these individual stations do feed programs to the network. The Paul Bunyan Network does not hold option time on its individual stations, and each program has to be cleared with the stations before broadcast. Since all stations are owned by the same company, there is very little trouble in this latter case.

The network does try to have a constant flow of programs on its member stations. Sports is one of its important sources of program material. Also, the network tries to give coverage of regional problems. Among these are regional agriculture programs, regional highway problems and information, fishing and hunting information, and information on some of the resort problems which face the area.

Rates on the Paul Bunyan Network follow this schedule. A one-hour program on Class A time, which is time from 11:30 A.M. to 1:00 P.M. and from 6 to 10 P.M., and also all day

Sunday, costs \$150.00. A one-hour program on Class B time, which is all other time, costs \$105.00. Frequency discounts are allowable, and this lowers the rate to where a one-hour program, sold for 52 times on Class A time would cost \$127.50. On Class Be time for the same period, a one-hour program would cost \$89.25. The rates include the services of an announcer. Remote services are also available, and rates will be given on request.

The stations on the Paul Bunyan Network take from 5% to 10% of their program structure from the regional network. Most of these programs are of a sustaining nature. The stations take approximately 35% of their programs from the Mutual Broadcasting System.

None of the stations on the Paul Bunyan Network have a frequency modulation station.

TABLE XIII
STATIONS OF THE PAUL BUNYAN NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Alpena, Michigan	WATZ	1450	250	9193 RH	Unlimited	Mutual	Midwestern Bdcstng. Co.
Cadillac Michigan	WATT	1240	250	11768 RH	Unlimited	Mutual	Midwestern Bdcstng. Co.
Petoskey, Michigan	WMBN	1340	250	11286 RH	Unlimited	Mutual	Midwestern Bdcstng. Co.
Traverse City,	WTCM	1400	250	16188 RH	Unlimited	Mutual	Midwestern Bdcstng. Co.



Figure 9.

Coverage of the Paul Bunyan Network

WOLVERINE NETWORK

The Wolverine Network is made up of twenty-five stations. Twenty-one of the stations are in Michigan, three in Wisconsin and one in Illinois. Eleven of the stations are affiliates of the Mutual Broadcasting System, six are affiliated with the American Broadcasting Company, two with the National Broadcasting Company and six are independent stations. The network was formed in 1942 and is incorporated in the state of Michigan.

There is not a constant flow of programs on the network. The network does not have permanently leased lines, and special circuits are set up when an advertiser desires to use the network. Programs must be cleared with the individual stations before broadcast.

The network is available as a unit, or in smaller groups. There are three basic groups within the Wolverine Network and four optional stations. Basic Group I is composed of WOOD or WFUR, WKNX, WFDF, WILS, WELL, WIBM, WKBZ, and WHLS. In Basic Group II are WTCM, WKLA, WATT, WATZ and WMBN. WHDF, WDBC, WDMJ, WJMS, WIKB, WMAM, and WATW make up Basic Group III. The four optional stations are stations WJBK, WGFS, WJJD, and WMLO. Rates are based on the rate cards of the individual stations of the network. A one-hour program on Class A time, which is time from 6:00 to 11:00 P.M., would

sell for \$1450.10. The same length program on Class B time, which is all other time, would sell for \$1008.10. Frequency discounts are allowable and the same length program, of sold for twenty-six weeks would cost \$1309.86 on Class A time and \$916.29 on Class B time. Rates include only time costs. Talent is available through production department. Remote equipment is available, and rates will be supplied upon request. Payment for political broadcasts must be made in advance of broadcast, and Class A rates apply for all political broadcasts. Scripts for political broadcasts must be in the hands of the network twenty-four hours before broadcast time.

The stations of the Wolverine Network take less than 5% of their program structure from the regional network. Most of the programs on the network are of a commercial nature. However, the network does broadcast some sustaining programs. These are mostly broadcasts of special events which would be of interest to the people of Michigan. The stations state that they take from 40% to 45% of their program structure from the major networks with which they are affiliated.

Only four of the stations in the basic groups have frequency modulations stations. One of the optional stations has FM. These stations do duplicate most of the programs of the AM station. They are used to broadcast some events of local interest which cannot be carried by the AM station.

TABLE XIV

STATIONS OF THE WOLVERINE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Alpena, Michigan	WATZ	1450	250	49682	Unlimited	Mutual	Midwestern Bdostng.Co.
Ashland, Wisconsin	WATW	1400	250	154105	Unlimited	Mutual	Upper Mich- Wisc.-Bdostng. Co., Northern State Bank
Battle Creek, Michigan	WELL	1400	250	101960	Unlimited	American	Federated Pub- lishers Inc., Mich.Nat'l Bank Bldg.
Cadillao, Michigan	WATT	1240	250	50082	Unlimited	Mutual	Midwestern Bdostng.Co.
Calumet, Michigan	WHDF	1400	250	72268	Unlimited	Mutual	Upper Michigan Bdostng.Co., Houghton,Mich.
Chicago Illinois	WJJD	1160	50000	7043480	Limited with KSL	None	WJJD Inc.,230 N.Michigan Ave.
Detroit, Michigan	WJBK	1490	250	4155780	Unlimited	None	Detroit Bdostng. Co.,6559 Hamil- ton,Avenue.
Escanaba Michigan	WDBC	1490	250	63500	Unlimited	Mutual	Delta Bdostng. Co., Box 419

TABLE XIV(continued)
STATIONS OF THE WOLVERINE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Flint, Michigan	WFDF	910	1000	818340	Unlimited	American	Trebit Corp.Mott Foundation Bldg.
Grand Rapids Michigan	WFUR	1570	1000	600000	Daytime	None	Furniture City Bdostng.Corp/ 430 Federal Square Bldg.
Grand Rapids Michigan	WOOD	1300	5000	929100	Unlimited	National	Grandwood Bdostng. Co.,Grand Rapids Nat'l Bank Bldg.
Iron Mountain Michigan	WIKB	1230	250	65000	Unlimited	Mutual	Upper Mich.-Wisc. Bdostng.Co.,Inc. Dickinson Hotel
Ironwood, Michigan	WJMS	630	1000	154105	Unlimited	Mutual	Upper Mich.-Wisc. Bdostng.Co.,Inc. 124 E.McLeod Ave.
Jackson, Michigan	WIBM	1450	250	481800	Unlimited	American	WIBM Inc.,2511 Kibby Rd.
Kalamazoo, Michigan	WGFG	1360	1000	600000	Unlimited	American	Southwestern Mich.Bdostng. Co.,State Theatre Bldg.
Lansing, Michigan	WILS	1430	500	500000	Daytime	Mutual	Lansing Bdostng. Co., 407 N. Washington Ave.

TABLE XIV(continued)

STATIONS OF THE WOLVERINE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Ludington, Michigan	WKLA	1450	250	38408	Unlimited	American	Ludington Bdcstng.Co.,W. Washington St.
Marinette, Wisconsin	WMAM	570	250 Day 100 Night	500000	As Indicated	National	M & M Bdcstng. Co.,Inc., Radio Park
Marquette, Michigan	WDMJ	1340	250	70000	Unlimited	Mutual	Lake Superior Bdcstng.Co.,W. Washington St.
Milwaukee, Wisconsin	WML0	1290	1000	1250000	Daytime	National	Cream City Bdcstng.Co. Inc.,2625 W. Wisconsin Ave.
Muskegon, Michigan	WKBZ	850	1000	153110	Unlimited	American	Ashbacker Radio Corp.,432 Apple Avenue
Petoskey, Michigan	WMBN	1340	250	52730	Unlimited	Mutual	Midwestern Bdcstng.Co.
Port Huron, Michigan	WHLS	1450	250	281523	Unlimited	Mutual	Port Huron Bdcstng.Co. 932 Military St.
Saginaw	WKNX	1210	1000	731841	Daytime	None	Lake Huron Bdcstng.Co.,221 S.Washington
Traverse City, Michigan	WTCM	1400	250	81244	Unlimited	Mutual	Midwestern Bdcstng.Co. Paul Bunyan Bldg.

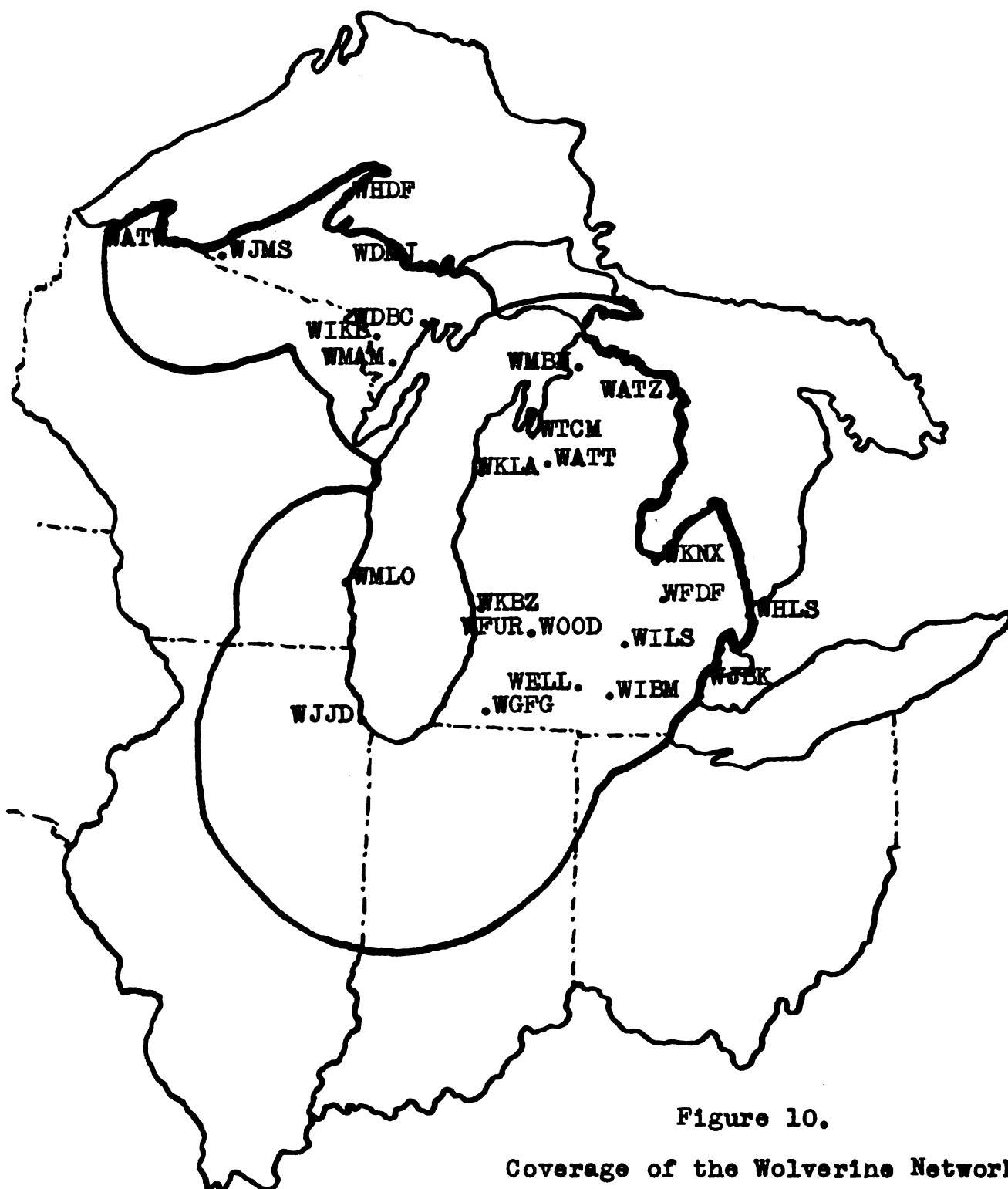


TABLE XV

STATIONS OF THE ARROWHEAD NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Duluth, Minnesota	WEBC	1320	5000	30070 RH 59130 RH	Unlimited	National	Head of the Lakes Bdcstng.Co.
Eau Claire, Wisconsin	WEAU	790	5000	9380 RH 13710 RH	Unlimited	National	Central Bdcstng. Co.,203 S. Barstow St.
Hibbing, Minnesota	WMFG	1240	250	4580 RH 50130 RH	Unlimited	National	Head of the Lakes Bdcstng.Co.
Madison, Wisconsin	WISC	1480	1000	21190 RH 31000 RH	Unlimited	American	Radio Wiso.,Inc., Com'l Bank Bldg.
Rice Lake, Wisconsin	WJMC	1240	250	1710 RH 9440 RH	Unlimited	Mutual	WJMC Inc., 1615 S.Main St.
Virginia Minnesota	WHLD	1400	250	3740 RH 59130 RH	Unlimited	National	Head of the Lakes Bdcstng.Co., 17th St.& 6th Ave. S.

TABLE XVI

STATIONS OF THE DAIRYLAND NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Albert Lea, Minnesota	KATE	1450	250	3640 RH 9190 RH	Unlimited	American	Albert. Lea-Austin Bdcastng. Co., 332 S. Broadway
Minneapolis Minnesota	WTCN	1280	5000 Day 1000 Night	154840 RH 175200 RH	As indicated	American	Minnesota Bdcastng. Co. Wesley Temple Bldg.
Willmar, Minnesota	KWLM	1340	250	2260 RH 6880 RH	Unlimited	American	Lakeland Bdcastng. Co.
Winona Minnesota	KWNO	1230	250	6660 RH 10860 RH	Unlimited	American	Winona Radio Service, 216 Center St.

TABLE XVII

STATIONS OF THE WISCONSIN NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Appleton	WHBY	1230	250	8540 RH 19400 RH	Unlimited	Mutual	WHBY Inc., 600 S. Lawe St.
Beloit	WGEZ	1490	100	8060 RH 24490 RH	Unlimited	None	Sidney H. Bliss 200 E. Milwaukee St., Janesville, Wisc.
Fond du Lac	KFIZ	1450	250	8220 RH 18120 RH	Unlimited	Mutual	KFIZ Bdstng. Co. 18 W. First St.
Green Bay	WJPG	810	1000	13250 RH 22660 RH	Daytime	None	Green Bay News- paper Co., Box 175
Janesville	WLCO	1230	250	7070 RH 24490 RH	Unlimited	Mutual	South Wisconsin Radio Inc., 200 E. Milwaukee
Poynette	WIBU	1240	250	280 RH 9450 RH	Unlimited	None	Wm. C. Forrest, Poynette
Racine	WRJN	1400	250	20160 RH 27420 RH	Unlimited	American	Racine Bdstng. Corp., 441 Main St.
Sheboygan	WHBL	1330	1000 Day 250 Night	12150 RH 22210 RH	As indicated	American	WHBL Inc., Press Bldg.
Wisconsin Rapids	WFHR	1340	250	3370 RH 12280 RH	Unlimited	Mutual	William F. Huff- man Radio Inc., 141 W. Grand Ave.

TABLE XVII(continued)

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
SUPPLEMENTARY STATIONS OF THE WISCONSIN NETWORK							
Antigo	WATK	900	250	5920 RH	Unlimited	None	Antigo Bdcstng. Co.,Antigo
Ashland	WATW	1400	250	3150 RH 5770 RH	Unlimited	Mutual	Upper Mich.-Wisc. Bdcstng.Co., Northern State Bank Bldg.
Eau Claire	WBIZ	1400	250	9280 RH 13710 RH	Unlimited	Mutual	WBIZ Inc., 609 Cameron
Ironwood Michigan	WJMS	630	1000	4490 RH 9750 RH	Unlimited	Mutual	Upper Mich.-Wisc. Bdcstng.Co. Inc.,124 E. McLeod Avenue
LaCrosse	WKBH	1410	5000	12890 RH 17480 RH	Unlimited	National	WKBH Inc.,Radio Bldg.
Marinette	WMAM	570	250 Day 100 Night	4130 RH 9480 RH	As indicated	National	M & M Bdcstng. Co.,Inc.,Radio Park
Milwaukee	WISN	1150	5000	180130 RH 229490	Unlimited	Columbia	Hearst Radio Inc. 123 W.Michigan
Oshkosh	WOSH	1490	250	12050 RH 23960 RH	Unlimited	American	Oshkosh Bdcstng. Co.,151 MainSt.

TABLE XVII(continued)

STATIONS OF THE WISCONSIN NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
----------	--------------	-----------	-------	----------	----------------	-----------------------	-------

SUPPLEMENTARY STATIONS OF THE WISCONSIN NETWORK(continued)

Rhineland	WOBT	1240	250	2470 RH 5200 RH	Unlimited	Mutual	Oneida Bdoctng. Co.
Rice Lake	WJMC	1240	250	1710 RH 9440 RH	Unlimited	Mutual	WJMC Inc., 1615 S.Main St.

CHAPTER VII

REGIONAL NETWORKS OF THE SOUTH CENTRAL UNITED STATES

There are nine regional networks to be found in the South Central United States. These are the Lone Star, Texas State, South Central Quality, Arkansas, Long Texas, Oklahoma, Rebel, Texas Quality and the West Texas Networks.

The author has surveyed the Lone Star, Texas State and South Central Quality. In the following chapter will be found the discussion, table of stations, and the coverage maps for these networks, as well as the table of stations for the Arkansas, Long Texas, Oklahoma, Rebel, Texas Quality and West Texas Networks.

LONE STAR CHAIN

There are sixteen stations in the Lone Star Chain, all in Texas. All four of the national networks are represented by various stations in the Lone Star Chain. The network was formed in 1948 and is incorporated in the state of Texas.

The network does not have a constant flow of programs. It does, however, carry approximately two programs each day. The network does not maintain permanently leased lines, special circuits are set up for broadcasts. When possible, the lines of the national network are used between stations of that network. The key stations of the network are WBAP(570) and WBAP(820) in Fort Worth. However, the member stations do originate programs for the network. Political programs have been a large part of the commercial work of the network. The Lone Star Chain does try to give coverage of Texas sports events to its listeners.

There are six smaller groups within the Lone Star Chain. Central Group No. I has WBAP(820), KTBC, KTSA and KXYZ. In Central Group No. II are WBAP(570), KTBC, KTSA and KXYZ. The North Texas Group is made up of KFDX, KGNC and KFYO. In the Gulf Coast Group are KEYS, KRGV and KFDM. KWKC, KTXL, KOSA and KROD make up the West Texas Group. KFDM, KTRE and KTBB make up the East Texas Group. In addition to these, any

combination of stations may be had. However, each program must be cleared with the individual stations over which it is to be broadcast. Rates are based on the rate cards of the individual stations. Discounts are given when the number of groups increases. For one group, the net cost holds. For two groups a 2% discount is given. 4% is given for three groups, 6% for four groups, and so on to 8% for all give groups. The rates are for broadcast time only. Line charges are extra when the broadcast originates anywhere other than the central group. Rates are available for talent, and remote facilities may be had at extra cost.

Less than 5% of the program structure of the individual stations is taken from the regional network, while they take nearly 50% of it from the national network. The programs which go out on the regional network are almost completely of a commercial nature. Most of the stations answering the questionnaire stated that the commercial programs took up 95% of the network time.

Two of the eight stations which answered the questionnaire had frequency modulation stations, and these stations did carry a duplication of the programs from the AM station.

TABLE XVIII

STATIONS OF THE LONE STAR CHAIN

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Abilene	KWKC	1340	250	9190 RH 13610 RH	Unlimited	Mutual	Citizens Bdcstg. Co., 25th and Butternut Sts.
Amarillo	KGNC	710	10000	1250000 RH	Unlimited	National	Plains Radio Bdcstg. Co., Radio Bldg.
Austin	KTBC	590	5000 Day 1000 Night	26700 RH 31290 RH	As indicated	Columbia	Texas Bdcstg. Co., Box 717
Beaumont	KFDM	560	5000	500000 RH	Unlimited	American	Beaumont Bdcstg. Corp., 1420 Calder Avenue
Corpus Christi	KEYS	1440	1000 Day 500 Night	350000	As indicated	Columbia	Neuces Bdcstg. Co., Box 1460
El Paso	KROD	600	5000	29110 RH 36290 RH	Unlimited	Columbia	Roderick Bdcstg. Corp., 2201 Wyoming St.
Fort Worth	WBAP	820	50000	2500000	Unlimited	National	Carter Publica- tions Inc., Medi- cal Arts Bldg.
Fort Worth	WBAP	570	5000	2500000	Unlimited	American	Carter Publica- tions Inc., Medi- cal Arts Bldg.
Houston	KXYZ	1320	5000	132050 RH 174600 RH	Unlimited	American	Shamrock Bdcstg. Co., Gulf Bldg.

TABLE XVIII(continued)

STATIONS OF THE LONE STAR CHAIN

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Lubbock	KFYO	1340	250	10600 RH 16120 RH	Unlimited	American	Plains Radio Bdcastg.Co.,914 Avenue J.
Lufkin	KTRE	1420	1000	275000	Unlimited	Mutual	Forest Capital Bdcastg.Co., Box 701
Odessa	KOSA	1450	250	3440 RH 5390 RH	Unlimited	Columbia	Southwestern Bdcastg.Co.,111 E.Fifth Street
San Angelo	KTXL	1340	250	80000	Unlimited	Mutual	Westex Bdcastg. Box 1565
San Antonio	KTSA	550	5000	76730 RH 98000 RH	Unlimited	Columbia	Sunshine Bdcastg. Co.,Gunter Hotel
TYLER	KTBB	600	500	382300	Daytime	None	Blackstone Bdcastg.Co., Blackstone Hotel
Weslaco	KRGV	1290	1000	1510 RH 19160 RH	Unlimited	National	KRGV Inc.,201 Border Street .
Wichita Falls	KFDX	990	5000 Day 1000 Night	15950 RH 23950 RH	As indicated	American	Wichtex Bdcastg. Co.,City Nat'l Bank Bldg.

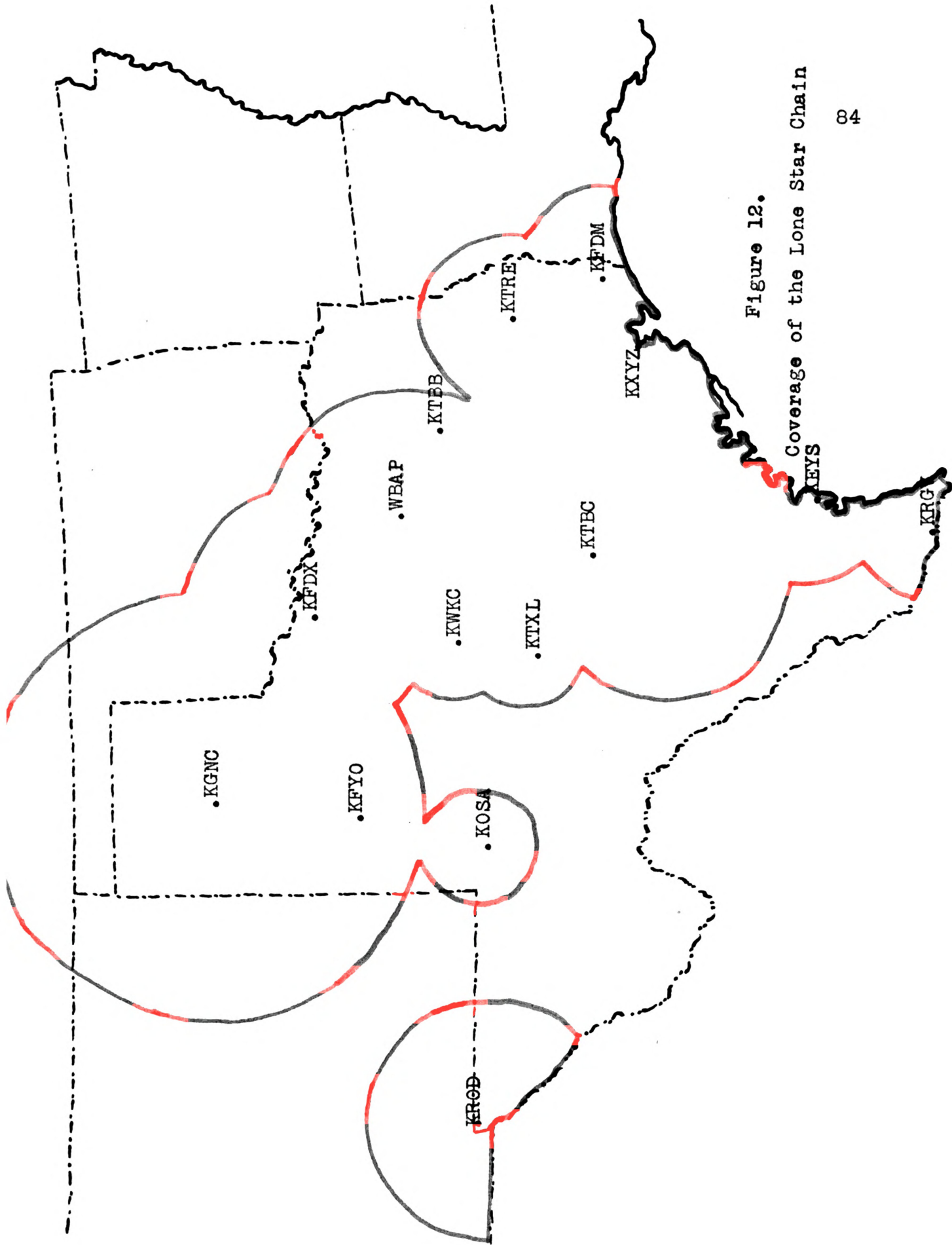


Figure 12.

Coverage of the Lone Star Chain

SOUTH CENTRAL QUALITY NETWORK

The South Central Quality Network is composed of five stations in the Mississippi Valley. Four of the stations are affiliates of the National Broadcasting Company and the fifth is an affiliate of the Columbia Broadcasting System. The network was formed in 1940. It is not incorporated. It is primarily a working agreement for the originating and feeding of commercial programs.

At the time of writing, there was a constant flow of programs on the network. This flow of programs is maintained, only as long as advertisers order programs, as the network does not attempt to furnish any sustaining programs to its affiliates. The network does not have permanently leased lines, and special circuits have to be set up when a program is to go out on the net. Any one of the stations can feed programs to the network.

Rates on the network are based on the rates for the individual stations. Any combination of the five stations may be obtained by an advertiser.

The stations of the South Central Quality Network take less than 5% of their programs from this network. Almost 100% of the programs are of a commercial nature. Patent medicine manufacturers have done a considerable amount of

industry. However, the network hasn't completely neglected sustaining programs. One such program is a "Plant to Prosper" program which gives out the latest in agricultural news. Also on the network have been programs from the Cotton Carnival in Memphis.

All but one of the stations on the network have frequency modulation stations. These stations do not duplicate the programming of the AM station entirely, but do duplicate in some cases.

TABLE XIX

STATIONS OF THE SOUTH CENTRAL QUALITY NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Jackson, Mississippi	WJDX	620	5000 Day 1000 Night	17580 RH 25490 RH	As indicated	National	Lamar Life Ins. Co., Box 2171
Little Rock, Arkansas	KARK	920	5000	28650 RH 46470 RH	Unlimited	National	Arkansas Radio and Equipment Co., Radio Center Bldg.
Memphis, Tennessee	WMC	790	5000	86330 RH 99820 RH	Unlimited	National	Memphis Pub. Co. Goodwyn Institute Bldg.
New Orleans, Louisiana	WSMB	1350	5000	155170 RH 155170 RH	Unlimited	National	WSMB Inc., 901 Canal Street
Shreveport, Louisiana	KWKH	1130	50000	3975100	Unlimited	National	International Bdcstg. Corp. Commercial Bldg.

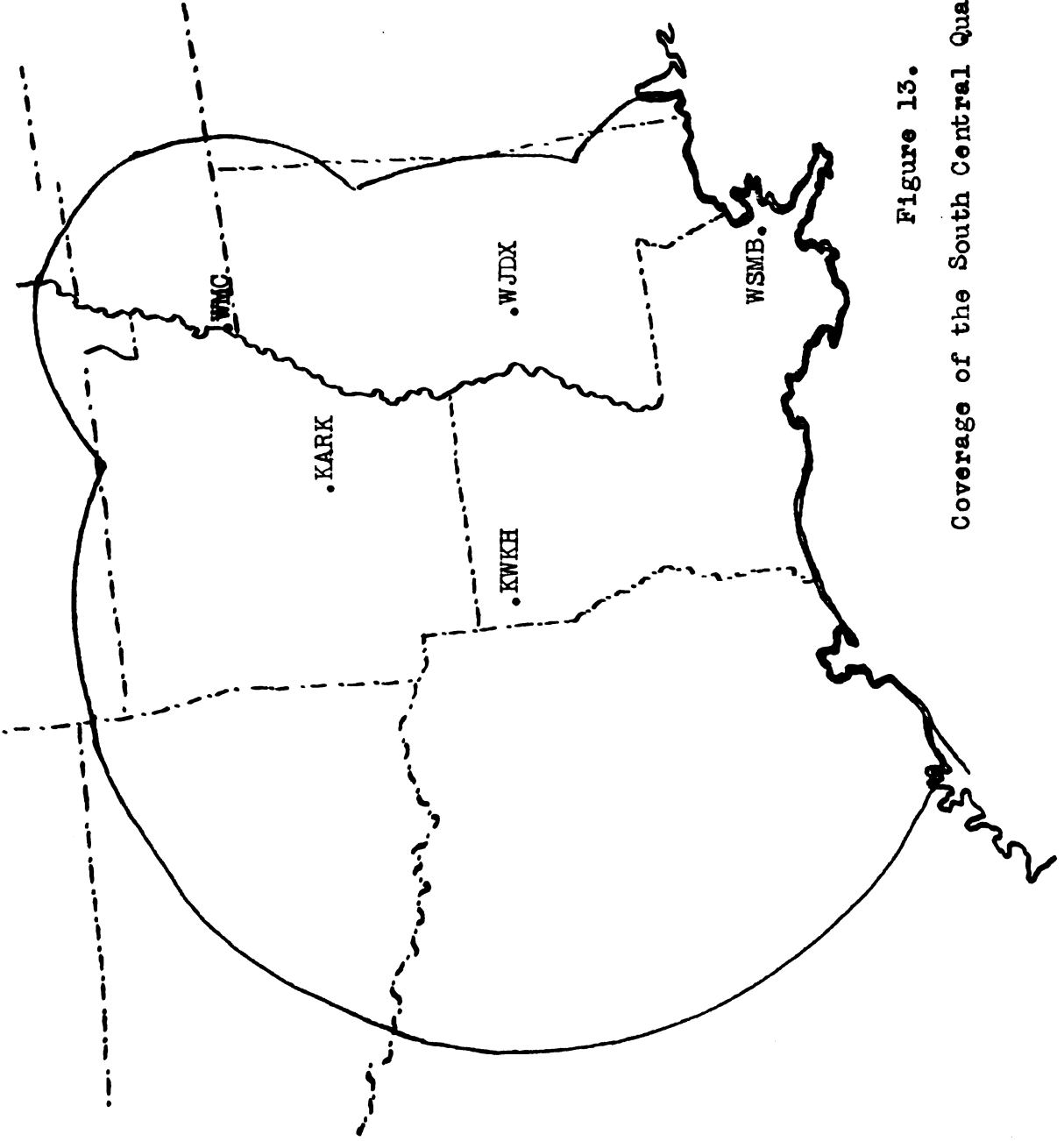


Figure 13.

Coverage of the South Central Quality Network

TEXAS STATE NETWORK

Nineteen stations make up the Texas State Network. Nine of these are affiliates of the American Broadcasting Company and the other ten are affiliated with the Mutual Broadcasting Company. The network was formed in 1939 and is incorporated in the state of Texas.

There is not a constant flow of programs on the network. Actually, the network comes into existence only when a special program is to be sent out. There is, however, an average of three programs a day which go out on the network. The Texas State Network does have permanently leased lines. It holds no option time on its member stations and a program must be cleared with each member of the network before broadcast. With the exception of the lines between KFJX, the key station of the network, and KXYZ, the lines are not reversible, and as a rule, the member stations do not feed programs to the network. In case a station should have a program to feed to the network, it is necessary to set up a special line from the station to the key station and then the program is fed out to the network from there.

Any combination of stations is obtainable to an advertiser wishing coverage in a special part of Texas. Rates on the network follow this schedule..A one-hour program on Class A time sells for \$1261.67 if the full network is used. The same length program on Class B time sells for \$997.52.

If the advertiser wishes to use the facilities of KABC rather than KMAC in San Antonio, the rates increase by \$89.39 on Class A time and \$53.63 on Class B time. KABC, a 50,000 watt clear-channel station, is available with the Texas State Network only during daytime hours.

The stations of the Texas State Network take less than 5% of their programs from the regional network. Most of the programs on the network are of a commercial nature, and the network does not attempt to supply its affiliates with regular sustaining programs. However, the network does make an attempt to supply its affiliates with broadcasts of events which are of importance to the people of Texas. Among these are such things as Gubernatorial inaugurations, Soil and Agricultural and Mechanical School, the state high school debate championships and broadcasts of Southwest Conference football games. Many of the programs which the member stations feed to the network are of the types listed above. The member stations of the Texas State Network take an average of approximately 45% of their programs from the national networks with which they are affiliated.

Only one station in the network has a frequency modulation station, and this station does broadcast the same programs as the AM station.

TABLE XX

STATIONS OF THE TEXAS STATE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Abilene	KRBC	1450	250	9190 RH 13610 RH	Unlimited	American	Reporter Bdstng. Co., Windsor Hotel
Austin	KNOW	1490	250	250000	Unlimited	American	Frontier Bdstng. Co., Capitol Nat'l Bank Bldg.
Big Spring	KBST	1490	250	104000	Unlimited	American	Big Spring Herald Bdstng. Co., Inc. 702 Johnson St.
Brownwood	KBWD	1380	1000 Day 500 Night	150000	As indicated	Mutual	Brown City Bdstng. Co., 800 Hawkins St.
Dallas	WRR	1310	5000	103730 RH 137870 RH	Unlimited	Mutual	City of Dallas Municipal Radio Bldg.
Fort Worth	KFJZ	1270	5000	500000	Unlimited	Mutual	Tarrant Bdstng. Co., 1201 W. Lancaster
Greenville	KGVL	1400	250	750000	Unlimited	Mutual	Truett Kimsey, Graham-Fall Bldg.
Houston	KTHT	790	5000	132050 RH 174600 RH	Unlimited	Mutual	Texas Star Bdstng. Co., 4000 S. Main St.
Longview	KFRO	1370	1000	350000	Unlimited	American	Voice of Long- view, Curtis Bldg.

TABLE XX(continued)

STATIONS OF THE TEXAS STATE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Marshall	KMHT	1450	250	5700 RH 10790 RH	Unlimited	Mutual	Marshall Bdcstng. Co.,109 W.Rusk
McAllen	KRIO	910	1000	3050 RH 19160 RH	Unlimited	Mutual	Frontier Bdcstng. Co.,Box1551
Midland	KCRS	550	5000 Day 1000 Night	620000	As indicat- ed	American	Clarence and Ruth Scharbauer , Box 1072
Paris	KPLT	1490	250	140000	Unlimited	American	North Texas Bdcstng.,S.Main and W.Austin
San Angelo	KGKL	960	5000 Day 1000 Night	200000	As indicat- ed	American	KGKL Inc.,St. Angelus Hotel
San Antonio	KABC	680	50000 Day 10000 Night	76730 RH 98000 RH	As indicat- ed	American	Alamo Bdcstng. Co., Milan Bldg.
San Antonio	KMAC	630	5000	1255179	Unlimited	Mutual	The Walmao Co., 222 W.Commerce Street
Sherman	KRRV	910	1000	357688	Unlimited	Mutual	Red River Valley Bdcstng.Corp. Fannin and Owen Streets
Texarkana	KCMC	1230	250	9530 RH 11320 RH	Unlimited	American	KCMC Inc.,
Waco	WACO	1460	1000	100000	Unlimited	American	Frontier Bdcstng. Co.,Amicable Bldg.

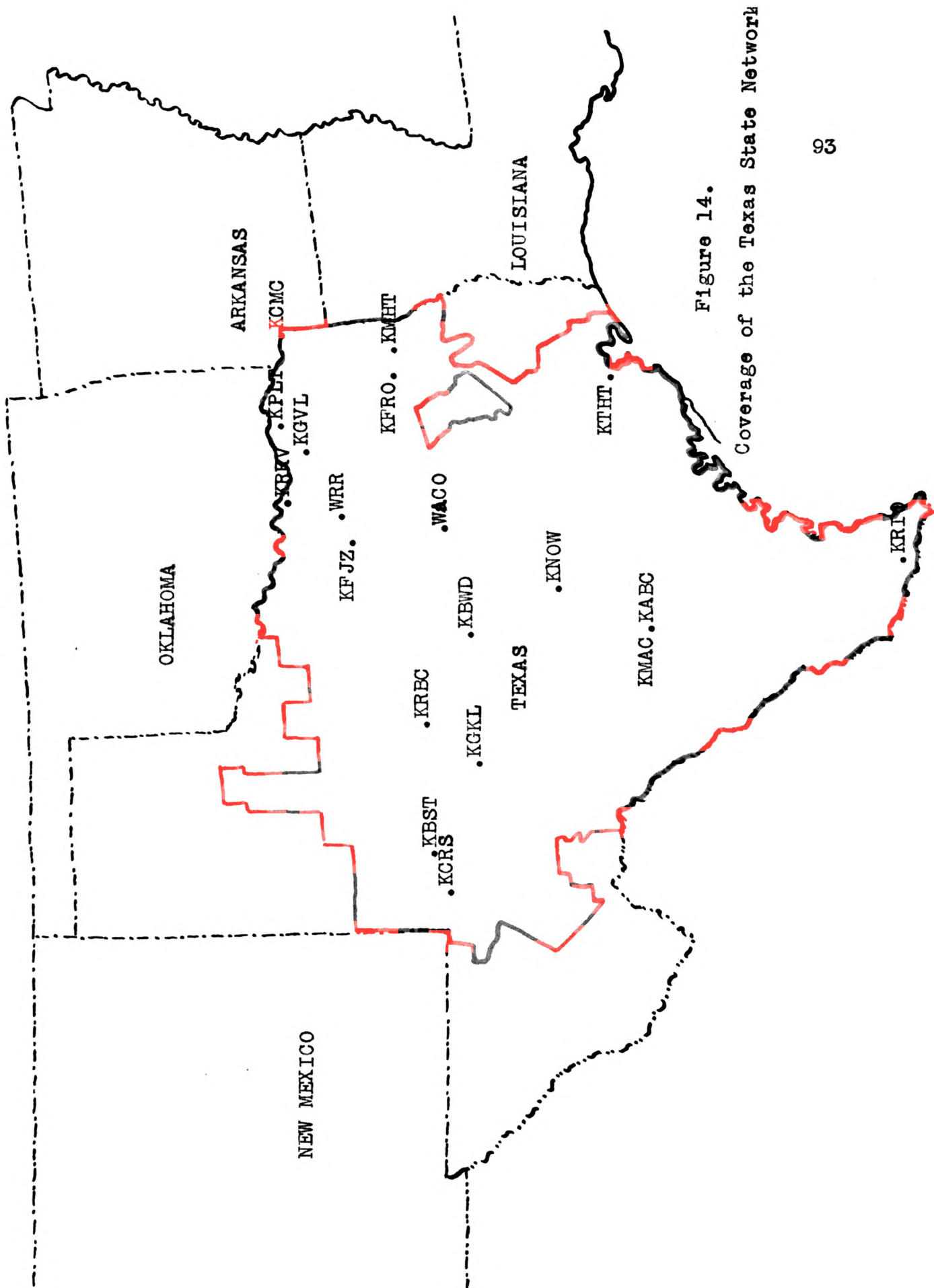


Figure 14.

Coverage of the Texas State Network

TABLE XXI

STATIONS OF THE ARKANSAS NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Arkadelphia	KVRC	1240	250	1540 RH 6610 RH	Unlimited	Mutual	Cecil W. Cupp, 506 Main St.
Blytheville	KLCN	900	1000	3240 RH 15650 RH	Daytime	None	Harold L. Sudbury 2nd and Walnut Sts.
Camden	KAMD	1450	250	2560 RH 7730 RH	Unlimited	Mutual	Camden Radio Inc. S. California St.
El Dorado	KELD	1450	250	5300 RH 13110 RH	Unlimited	American	Radio Enterprises Inc., Home Finance Bldg.
Fayetteville	KGRH	1450	250	2760 RH 9960 RH	Unlimited	Mutual	Fayetteville Bdcstng. Co., 922 Leverett St.
Fort Smith	KFPW	1400	250	11850 RH 18320 RH	Unlimited	Mutual	Southwestern Hotel Co., Gold- man Hotel.
Fort Smith	KFSA	950	1000 Day 500 Night	11850 RH 18320 RH	As indicated	American	Southwestern Pub. Co., 920 Rogers St.
Fort Smith	KRKN	1230	250	11850 RH 18320 RH	Unlimited	None	Ark.-Okla. Bdcstng. Corp. Professional Bldg.

TABLE XXI (continued)
STATIONS OF THE ARKANSAS NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Fort Smith	KWHN	1320	5000	11850 RH 18320 RH	Unlimited	None	KWHN Broadcastng. Co., Inc., 421 Garrison Avenue
Harrison	KHOZ	1240	250	1450 RH 4170 RH	Unlimited	Mutual	Harrison Bdcstng. Corp., Radio City Addition
Helena	KFFA	1360	1000	2570 RH 10730 RH	Unlimited	Mutual	Helena Bdcstng. Co., 215 York St.
Hope	KXAR	1490	250	2190 RH 5880 RH	Unlimited	Mutual	Hope Bdcstng Co., Box 398
Hot Springs	KTHS	1090	10000 Day 1000 Night	7060 RH 12640 RH	As indicated	American	Radio Bdcstng. Inc., 135 Benton St.
Hot Springs	KWFC	1340	250	7060 RH 12640 RH	Unlimited	Mutual	Clyde E. Wilson 819 1/2 Central Ave.
Jonesboro	KBTM	1230	250	3800 RH 11580 RH	Unlimited	Mutual	Regional Bdcstng. Co., KSTM Bldg.
Little Rock	KARK	920	5000	28650 RH 46470 RH	Unlimited	National	Arkansas Radio & Equipment Co., Radio Center Bldg.
Little Rock	KGHI	1250	1000 Day 500 Night	28650 RH 46470 RH	As indicated	American	KGHI Bdcstng. Service, 306 W. Third Street

TABLE XXI(continued)

STATIONS OF THE ARKANSAS NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Little Rock	KLRA	1010	10000 Day 5000 Night	28650 RH 46470 RH	As indicated	Columbia	Arkansas Bdcstng. Co.,Gazette Bldg.
Little Rock	KVLC	1050	1000	28650 RH 46470 RH	Daytime	None	Southwestern Bdcstng.Co., 527 Pyramit Bldg.
Magnolia	KVMA	630	1000	Not avail- able	Daytime	None	Magnolia Bdcstng. Co.,McKay Bldg.
North Little Rock	KXLR	1450	250	6570 RH 46470 RH	Unlimited	Mutual	Arkansas Airways Co.,Cotton Belt Bldg.
Paragould	KDRS	1490	250	2410 RH 6710 RH	Unlimited	None	Progressive Bdcstng.Co., Box 491
Pine Bluff	KCLA	1400	250	7050 RH 14820 RH	Unlimited	None	Radio Engineer- ing Service, 2900 W.28th Ave.
Pine Bluff	KOTN	1490	250	7050 RH 14820 RH	Unlimited	Mutual	Universal Bdcstng.Corp. 505½ Main St.
Russellville	KXRJ	1490	250	1840 RH 5920 RH	Unlimited	Mutual	Valley Bdostrs., Russellville

TABLE XXI (continued)

STATIONS OF THE ARKANSAS NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Siloam Springs	KUOA	1290	5000	980 RH 9450 RH	Daytime	Mutual	KUOA Inc., Siloam Springs.
Stuttgart	KWAK	1240	250	5890 RH	Unlimited	Mutual	Stuttgart Bdcstng. Corp. Box 271
West Memphis	KWEM	990	1000	980 RH 8180 RH	Daytime	None	West Memphis Bdcstng. Corp. West Memphis

TABLE XXII

STATIONS OF THE LONG TEXAS GROUP

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Bay City	KIOX	1270	1000	2030 RH 5200 RH	Unlimited	Mutual	Bay City Bdcstng. Co., W. Columbia Highway
Huntsville	KSAM	1490	250	1190 RH 4030 RH	Unlimited	Mutual	J.G. Long Box 312
Palestine	KNET	1450	250	4020 RH 8460 RH	Unlimited	Mutual	Palestine Bdcstng. Corp. Municipal Bldg.
Texas City	KTLW	920	1000	27280 RH	Daytime	Mutual	J.G. Long 2521 Ave. F.
Victoria	KVIC	1340	250	4030 RH 6780 RH	Unlimited	Mutual	Radio Enter- prises, Inc., Victoria Bank and Trust Bldg.

TABLE XXIII

STATIONS OF THE OKLAHOMA NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Ada	KADA	1230	250	4680 RH 8960 RH	Unlimited	American	Dr. C. C. Morris, First Nat'l Bank Bldg.
Ardmore	KVSO	1240	250	5070 RH 10820 RH	Unlimited	American	John F. Easley 1612 N. Washing- ton
Enid	KCRC	1390	1000	9270 RH 13660 RH	Unlimited	American	Enid Radiophone Co., Broadway Tower
Lawton	KSWO	1380	1000	5590 RH 8860 RH	Unlimited	American	Okla. Quality Edcstng. Co., Box 699
McAlester	KTMC	1400	250	3780 RH 10260 RH	Unlimited	American	J. Stanley O'Will Washington and 1st Streets.
Muskogee	KBIX	1490	250	9830 RH 16280 RH	Unlimited	American	Okla. Press Pub. Co., Barnes Bldg.
Oklahoma City	KTOK	1400	250	66040 RH 77250 RH	Unlimited	American	KTOK Inc., 2004 Apcu Tower
Shawnee	KGFF	1450	250	6860 RH 12930 RH	Unlimited	American	KGFF Bdstng. Co. Inc., Aldridge Hotel
Tulsa	KOME	1340	250	46650 RH 61460 RH	Unlimited	American Mutual	Oil Capital Sales Corp., 8th and Main

TABLE XXIV

STATIONS OF THE REBEL NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Greenville, Mississippi	WJPR	1340	250	5900 RH 14340 RH	Unlimited	Mutual	Radio Services Co., 107 S. Poplar St.
Gulfport Mississippi	WGCM	1240	250	4140 RH 13670 RH	Unlimited	American	WGCM Bdcstng. Co. Hewes-Martin Bldg.
Hattiesburg, Mississippi	WFOR	1400	250	5650 RH 8800 RH	Unlimited	National	Forrest Bdcstng. Co., Box 312
Jackson, Mississippi	WJDX	1300	5000 Day 1000 Night	17580 RH 25490 RH	As indicated	National	Lamar Life Insurance Co. Box 2171
Laurel Mississippi	WAML	1490	250	5250 RH 11090 RH	Unlimited	National	New Laurel Radio Station Inc., 535½ Central Ave.
Meridian, Mississippi	WTOK	1450	250	9410 RH 13010 RH	Unlimited	American	Meridian Bdcstng. Co., Citizens Nat'l Bank Bldg.

TABLE XXV

STATIONS OF THE TEXAS QUALITY NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Dallas	WFAA	820 570	50000 5000	103730 RH 137870 RH	Unlimited Shared with WBAP	National American	A.H. Belo Corp. 1122 Jackson St.
Houston	KPRC	950	5000	132050 RH 174600 RH	Unlimited	National	Houston Post Co., Lamar Hotel
San Antonio	WOAI	1200	50000	76730 RH 98000 RH	Unlimited	National	Southland Industries Inc., 1031 Navarro St.

STATIONS ASSOCIATED WITH THE TEXAS QUALITY NETWORK

Brownsville	KRGV	1290	1000	5110 RH 17780 RH	Unlimited	National	KRGV Inc., 201 Border St., Weslaco, Tex.
Corpus Christi	KRIS	1360	1000	17770 RH 24850 RH	Unlimited	National Mutual	Gulf Coast Bdcastng. Co., Robert Driscoll Hotel
Shreveport Louisiana	KTBS	710	10000 Day 5000 Night	31200 RH 42390 RH	As indicated	National	Radio Station KTBS, 312 E. Kingshighway

TABLE XXVI

STATIONS OF THE WEST TEXAS TRIO

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Abilene	KRBC	1450	250	9190 RH 13610 RH	Unlimited	American	Reporter Bdcstng. Co., Windsor Hotel
Big Springs	KBST	1490	250	4070 RH 6080 RH	Unlimited	American	Big Springs Herald Bdcstng. Co., Inc. 702 Johnson St.
San Angelo	KGKL	960	5000 Day 1000 Night	8580 RH 12110 RH	As indicated	American	KGKL Inc., St. Angelus Hotel

CHAPTER VIII

REGIONAL NETWORKS OF THE NORTHWEST UNITED STATES.

There are four regional networks in the Northwest United States. These are the Pacific Northwest, Inter-mountain, Rocky Mountain and Z-Bar Networks.

The author has surveyed the Pacific Northwest, Inter-mountain and Rocky Mountain networks. In the following chapter will be found the discussion, table of stations and coverage map for each of these networks, as well as the table of stations for the Z-Bar Network.

INTERMOUNTAIN NETWORK

The Intermountain Network is composed of eighteen stations, located in four states of the Rocky Mountain area. All of the stations are also members of the Mutual Broadcasting System. The network was formed in 1940 and is incorporated under the laws of Utah.

There is a constant flow of programs on the network. At the time of writing, there were three hours and fifteen minutes daily which went out on the Intermountain Network. Most of these programs originated at KALL, Salt Lake City, Utah, which is the key station of the Intermountain Net. The network does have permanently leased lines, but these lines are not reversible. Consequently, if one of the member stations is to feed a program to the network, it is necessary to set up a special line to the key station. All programs to go out on the network must be cleared with the individual stations before broadcast. The network has four news programs daily. In addition to these, there is a weather round-up on the network each morning, a women's program each afternoon, and agricultural service programs are put on the network at scheduled times. During the sports season, sports programs play an integral part of the network's programming and the network does acquire some exclusive rights to professional baseball games in the area. Also, the network broadcasts important college and high school

sports events.

The network is composed of five groups. In Group I are stations KALL, KLO, KVO. Group II has KOAL, KUNU, and KQRS. In Group III are KEYY, KID, KFXD and KVMV. KSPR, KWYO, KPOW, and KOWB are in Group IV, with KRFJ, KBMY and KMON in Group V. The groups are set up in this manner so as to be able to give state-wide coverage in addition to regional coverage. As of October 2, 1948, the following rates were in effect for the full network. A one-hour program on Class A time sold for \$697.20, on Class B time, \$460.91 and on Class C, \$327.26. These rates covered time only. If the program required production, production costs were in line with facilities needed. For the advertiser wishing to use the groups, rates were scaled in this manner. Group I was net, Group I with one(1) of the other groups carried a discount of 4%, with any two(2) groups, a discount of 8%, with any three (3) groups, 12% and the full network carried a discount of 16%.

The stations on the network took less than 5% of their program structure from the regional network, although two of the stations answering the questionnaire did state that they took from 5 to 10%. These stations also took approximately 40% of their programs from the Mutual network. The

stations said that most of the programs which they took from the regional network were of a commercial nature. One station said that as little as 1% of its programs from the regional network were of a sustaining nature.

Only one of the stations on the network had frequency modulation, and it did not carry network programs.

TABLE XXVII

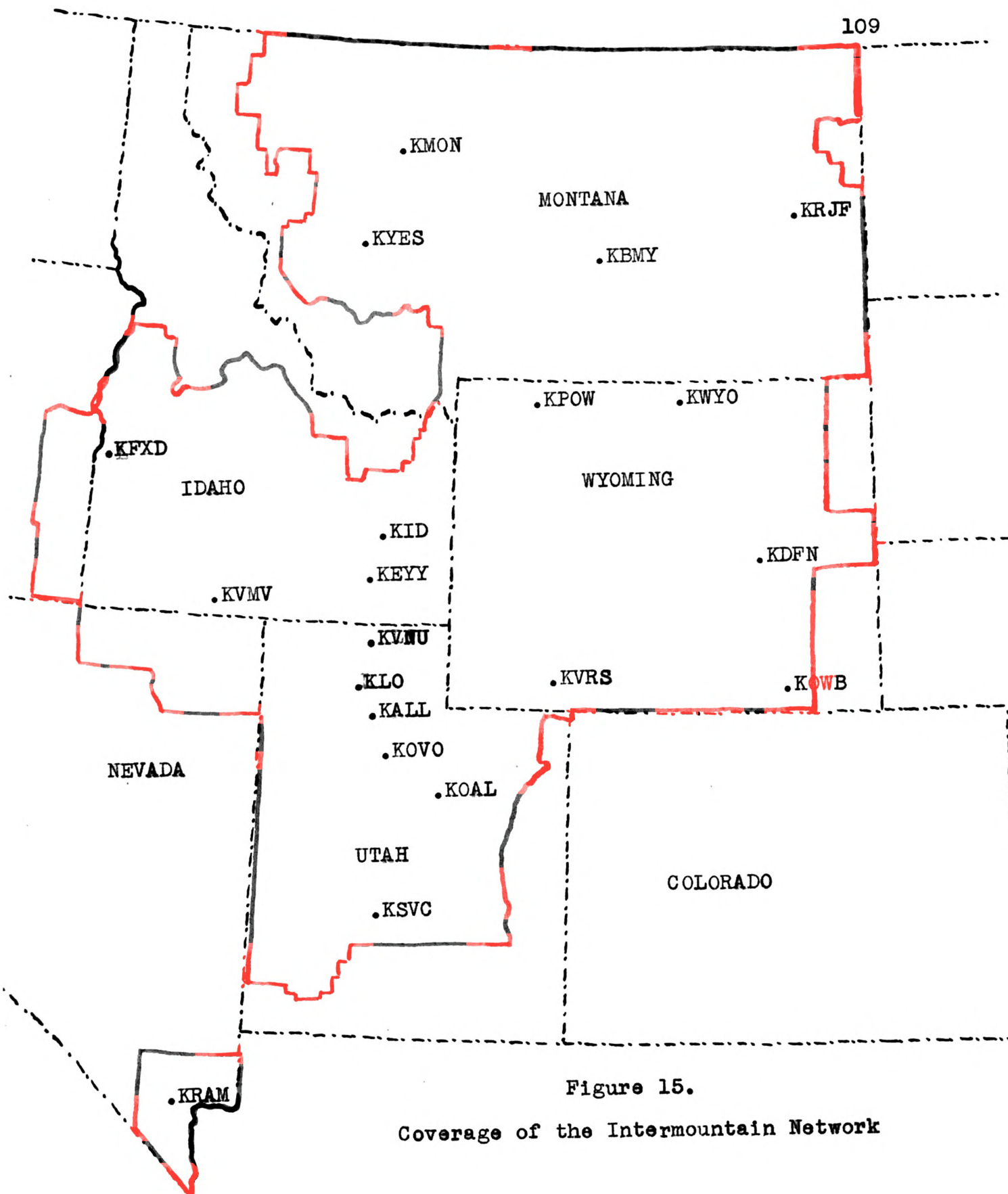
STATIONS OF THE INTERMOUNTAIN NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Billings, Montana	KRMV	1240	250	100000	Unlimited	Mutual	Billings Bdcstg. Co., Box 2124
Butte, Montana	KYES	610	1000	8490 RH	Unlimited	Mutual	Treasure State Bdcstg. Co.
Casper, Wyoming	KSPR	1470	1000	5610 RH 7500 RH	Unlimited	Mutual	Donald L. Hathaway, Box 930
Great Falls, Montana	KMON	560	5000	200000	Unlimited	Mutual	Montana Farmer Bdcstg. Corp. Tribune Bldg.
Idaho Falls, Idaho	KID	1350	5000 Day 500 Night	100000	Unlimited	Mutual	Idaho Radio Corp. Bonneville Hotel
Laramie, Wyoming	KOWB	1340	250	3140 RH 4010 RH	Unlimited	Mutual	The Snowy Range Bdcstg. Co., Box 972
Las Vegas, Nevada	KRAM	920	1000	2800 RH 5790 RH	Daytime	Mutual	Boulder City Bdcstg. Co., Box 1712
Logan,	KVNU	610	1000	3200 RH 8670 RH	Unlimited	Mutual	Cache Valley Bdcstg. Co., 1393 N. Main Street
Miles City, Montana	KRJF	1340	250	50000 RH	Unlimited	Mutual	Star Printing Co. 13 No. 6th St.
Nampa, Idaho	KFXD	580	1000	2520 RH 10840 RH	Unlimited	Mutual	Frank Hurt & Son 1024 12th Ave. S.

TABLE XXVII(continued)

STATIONS OF THE INTERMOUNTAIN NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Ogden, Utah	KLO	1430	5000	159000	Unlimited	Mutual	Interstate Bdcstg. Corp., Ben Lomond Hotel
Pocatello, Idaho	KEYY	1240	250	3580 RH 7440 RH	Unlimited	Mutual	Radio and Television Bdcstg. Co. of Idaho, Radio Center.
Powell, Wyoming	KPOW	1260	1000	670 RH 3130 RH	Unlimited	Mutual	Albert J. Meyer, Box 89
Price, Utah	KOAL	1230	250	1250 RH 498C RH	Unlimited	Mutual	Eastern Utah Bdcstg. Co.
Provo, Utah	KOVO	960	1000	12500C	Unlimited	Mutual	KOVO Bdcstg. Co. 108 W.Center St.
Richfield Utah	KSVC	690	1000	910 RH 3520 RH	Daytime	Mutual	Sevier Valley Bdcstg. Co.
Rock Springs, Wyoming	KVRS	1360	1000 Day 500 Night	2890 RH 5790 RH	As indicated	Mutual	Wyoming Bdcstg. Co., 1307 Wyoming Street.
Salt Lake City Utah	KALL	910	1000	41290 RH 59850 RH	Unlimited	Mutual	Salt Lake City Bdcstg. Co. 248 S. Main St.
Sheridan Wyoming	KWYO	1410	1000	43000	Unlimited	Mutual	Big Horn Bdcstg. Co., 21 N. Main
Twin Falls Idaho	KVMV	1450	250	2470 RH 9300 RH	Unlimited	Mutual	Radio Sales Corp. 126½ E. Shoshone.



PACIFIC NORTHWEST BROADCASTERS

Pacific Northwest Broadcasters is made up of nine stations. Five of these stations are members of the National Broadcasting Company, one is affiliated with the Columbia Broadcasting Company and three are independent stations. The organization is not incorporated. It is a selling agreement among the stations concerned to be used by advertisers wishing coverage in the Pacific Northwest.

There is not a constant flow of programs on the network. The network is not connected by permanently leased lines and special circuits are set up when the network is used. Any one of the member stations can feed programs to the network as a result.

The network is divided up into four smaller groups for any advertiser wishing coverage in a specific area of the northwest. KXL is Group I, KING and KXLE are in Groupe II, Group III is made up of KXLY, and Group IV is composed of KXLF, KXLJ, KXLQ, KXLK and KXLL. Rates are made up from the individual rate cards of the stations. A discount is allowed when an advertiser wishes to use two or more of the groups. 5% is allowed for two groups, 10% for three groups and 15% is allowed when the full network is used. The network holds no option time on the member stations and each program must be cleared with the individual stations before

broadcast.

The network has facilities for production of programs and remote facilities are available if desired. Pacific Northwest Broadcasters will do considerable promotion work for advertisers. One thing it does along this line is a "Parade of Products Week," which is a cooperative enterprise between the advertiser and the stations. It is designed to prove the value of Pacific Northwest Broadcasters' advertising.

The stations of the Pacific Northwest Broadcasters take less than 5% of their program structure from the regional network. Most of these programs are of a commercial nature. The network does not attempt to furnish sustaining programs to its members. The member stations who are members of national networks take from 50% to 60% of their programs from these networks.

Only one of the stations in the regional network has a frequency modulation station. It does duplicate the program structure of the AM station.

TABLE XXVIII

STATIONS OF THE PACIFIC NORTHWEST BROADCASTERS

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Bozeman, Montana	KXLQ	1450	250	8930 RH	Unlimited	National	KRBM Brcdstre. Inc., Bozeman
Butte, Montana	KXLF	1370	5000	76760 RH	Unlimited	National	KGIR, Inc., Box 1956.
Ellensburg, Washington	KXLE	1240	250	42340 RH	Unlimited	None	Central Washing-ton Brcdstre. Inc., Box 689
Great Falls Montana	KXLK	1400	250	19700 RH	Unlimited	National	Great Falls Bdcstg. Co., Park Hotel
Helena Montana	KXLJ	1240	250	9070 RH	Unlimited	National	Peoples' Forum of The Air, 1306 11th Avenue.
Missoula, Montana	KXLL	1450	250	13260 RH	Unlimited	None	Western Montana Associates, Box 1503
Portland, Oregon	KXL	750	10000	368990 RH	6 AM to Sun-set--10:05 PM to 2 AM	None	KXL Brcdstre., Orpheum Bldg.
Seattle Washington	KING	1090	10000	475930 RH	Unlimited	None	KING Bdcstng. Co. Smith Tower
Spokane Washington	KXLY	920	5000	146070 RH	Unlimited	Columbia	Symons Bdcstng. Co., Symons Bldg.

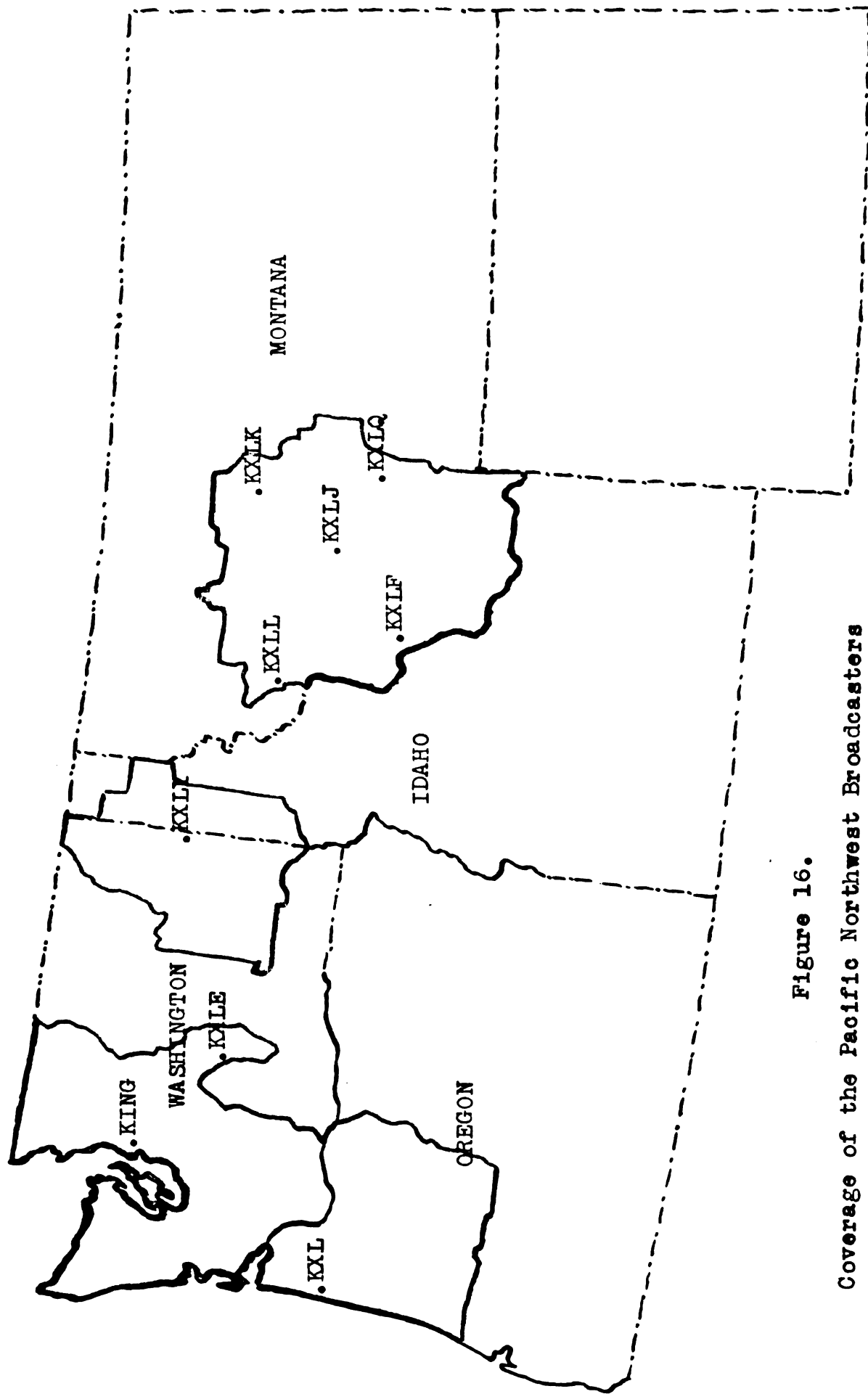


Figure 16.

Coverage of the Pacific Northwest Broadcasters

ROCKY MOUNTAIN BROADCASTING SYSTEM

The Rocky Mountain System is composed of seven stations in the three states of Idaho, Montana and Utah. All of the stations are affiliates of the American Broadcasting System. The network was formed in 1946 and is incorporated under the laws of the state of Utah. Business affairs of the network are run from station KUTA, the key station for the network.

There is not a constant flow of programs on the network. The network does have permanently leased lines, but these lines are not reversible. The individual stations do feed programs to the network. Special circuits are set up in this case. These programs are of a sustaining nature. Such things as dance orchestras and special choral broadcasts make up most of the programs fed by the stations.

The network may be broken down into three groups for advertisers wanting coverage in special areas. KUTA makes up Group I, KGEM, KLIIX, KBIO, KEIO and KIFI make up Group II. Group III is KOPR. A 5% discount is given for the use of two of the groups and 10% is given for all three. Rates are based on the individual rates for each station. For talk programs, 50% over the regular rates is charged. Details on political broadcasts, talent fees and availability,

and remote fees and facilities are available from the network.

The stations take less than 5% of their program structure from the regional network. The greater part of the programs on the Rocky Mountain Broadcasting System are of a sustaining nature. Commercial programs make up only a little more than 10% of the programs on the network.

TABLE XXIX

STATIONS OF THE ROCKY MOUNTAIN BROADCASTING SYSTEM

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Boise, Idaho	KGEM	1340	250	5660 RH 12170 RH	Unlimited	American	Idaho Bdcstng. and Television Co., 1107 N. Main Street
Burley, Idaho	KBIO	1230	250	30000	Unlimited	American	KBIO Inc., Box 461.
Butte Montana	KOPR	550	1000	32000 RH	Unlimited	American	Copper Bdcstng. Co., Hotel Finlan
Idaho Falls, Idaho	KIFI	1400	250	76000	Unlimited	American	Eastern Idaho Bdcstng. and Television Co., 339 Broadway
Pocatello, Idaho	KEIO	1440	1000	3580 RH 7440 RH	Unlimited	American	Eastern Idaho Bdcstng. and Television Co., Hotel Bannock
Twin Falls Idaho	KLIX	1340	250	2470 RH 9300 RH	Unlimited	American	Southern Idaho Bdcstng and Television Co., Elizabeth Blvd.
Salt Lake City Utah	KUTA	570	5000	186300 RH	Unlimited	American	Utah Bdcstng. and Television Co., 29 S. State St.

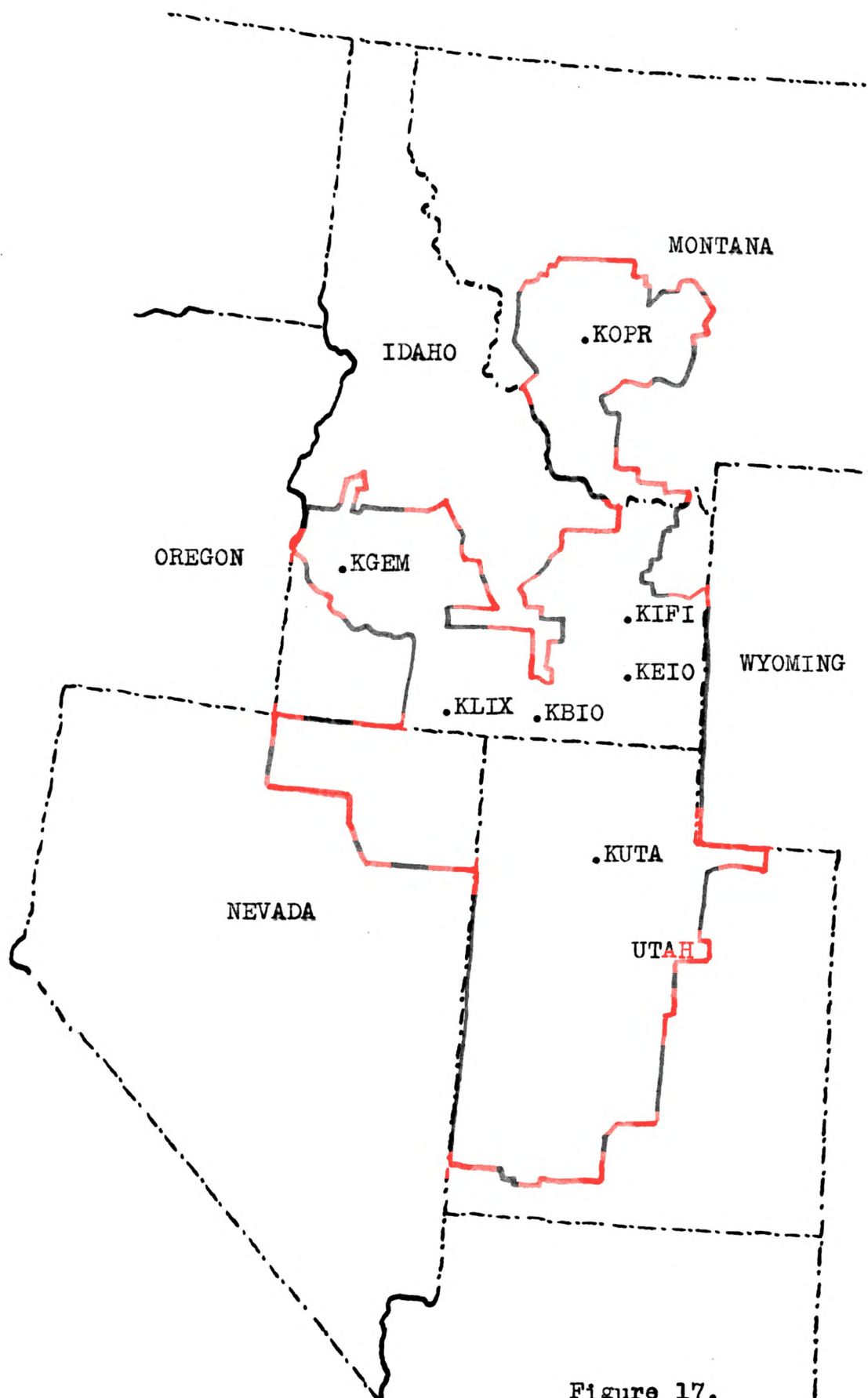


Figure 17.

Coverage of the Rocky Mountain Broadcasting System

TABLE XXX

STATIONS OF THE Z-NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Bozeman, Montana	KXLQ	1450	250	1870 RH 4450 RH	Unlimited	National	KRBM Bdcstrs. Inc., Bozeman
Butte, Montana	KXLF	1370	5000	8490 RH 12360 RH	Unlimited	National	KGIR Inc., Box 1956
Great Falls, Montana	KXLK	1400	250	6570 RH 9570 RH	Unlimited	National	Great Falls Bdcstng. Co. Park Hotel
Helena, Montana	KXLJ	1240	250	3490 RH 5230 RH	Unlimited	National	Peoples Forum of the Air, 1306 11th Avenue
Missoula, Montana	KXLL	1450	250	3960 RH 6430 RH	Unlimited	National	Western Montana Associates, Box 1503

CHAPTER IX

REGIONAL NETWORKS OF THE SOUTHWESTERN UNITED STATES

There are eight regional networks to be found in the Southwestern United States. These are the Don Lee, Great West, Southwest, and Zia Networks, the Arizona Broadcasting Service, Arizona Network, California Rural Network and the Radio Network of Arizona.

The author has surveyed the Don Lee, Great West, Southwest and Zia Networks. In the following chapter will be found the discussion, table of stations and coverage map for each of these networks, as well as the table of stations for the Arizona Broadcasting Service, the Arizona Network, the California Rural Network and the Radio Network of Arizona.

DON LEE NETWORK

The Don Lee Network is composed of forty-eight stations which are all members of the Mutual Broadcasting System. In fact, Don Lee might be said to be the West Coast branch of Mutual. The network was formed in 1928 and is incorporated under the laws of California. It is the largest of the regional networks, both in number of stations and in physical coverage. It has stations in six states and the Territory of Hawaii. The greatest number of stations are in California, although the other states on the Pacific Coast have a great number.

The network is sold as a unit to the major networks. The Don Lee Network does hold a certain amount of option time on the member stations as a result. However, when a commercial program other than one on Mutual is sold, it has to be cleared with each of the member stations. The stations are connected with reversible lines and the individual stations do feed certain programs to the network. These programs are mostly of a public service nature, and most of the commercial programs on the network originate at station KHJ, Los Angeles.

As of August 1, 1948, the rates on Don Lee followed this schedule. A one-hour program on Class A time sold for \$3000, Class B was \$2000, Class C at \$1500 and Class D time was

\$1000. Rates were scaled down for the shorter times. Rates listed are for station time only. Talent would be extra. The Don Lee Network would take advertisements for beer and light wine. All programs and copy for programs are subject to approval by the network. Political advertisements have to be cleared with each station. Being as large as it is, the network maintains all facilities necessary for program production, including writers, producers, vocalists and musicians.

There is a constant flow of programs on the network. The Don Lee Network furnishes its member stations with the sustaining music programs for the late evening, which is done by very few of the other regional networks. Some of the stations which answered the questionnaire stated that it was impossible to break down the programs as to which were received from the Mutual Broadcasting System and which were taken from Don Lee. However, those who did break it down took approximately 15% of their program structure from the Don Lee Network and 40% from Mutual. Some took as little as 5% from Don Lee and others were taking as much as 60% from Mutual.

The Don Lee Network is divided into regions and a sponsor may purchase the legs of the network, much as on the major networks. In addition to the stations listed on the following chart, Don Lee also has working agreements

with stations in Arizona, Alaska and Canada. These stations would be available with the Don Lee Network for commercial programs.

Of the eighteen stations which answered the questionnaire, only three indicated that they had frequency modulation stations and these stations did duplicate the programs which were on the AM station.

TABLE XXXI

STATIONS OF THE DON LEE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Aberdeen, Washington	KXRO	1340	250	6130 RH 18820 RH	Unlimited	Mutual	KXRO Inc., 207½ E. Market St.
Albany, Oregon	KWIL	1240	250	130000	Unlimited	Mutual	Central Willamette Bostg. Co. Queen Ave. and Elm Street.
Astoria, Oregon	KAST	1230	250	4400 RH 10030 RH	Unlimited	Mutual	Astoria Bostg. Co. 9th and Commercial Sts.
Bakersfield, California	KAFY	1490	250	10980 RH 52990 RH	Unlimited	Mutual	Bakersfield Bostg. Co., 2013 Chester Ave.
Bellingham, Washington	KPUG	1170	1000	60000	Unlimited	Mutual	KPUG Inc., P.O. Box 655
Bend, Oregon	KBND	1340	250	3980 RH 7430 RH	Unlimited	Mutual	Central Oregon Bostg. Co., 1101 Wall St.
Centralia, Washington	KELA	1470	1000	68000 RH	Unlimited	Mutual	Central Bostg. Co., Box 720
Chico, California	KHSL	1290	1000	3510 RH 18060 RH	Unlimited	Mutual	Golden Empire Bostg. Co., 4th and Broadway Sts.
Coos Bay, Oregon	KOOS	1230	250	75000	Unlimited	Mutual	KOOS Inc., Hall Bldg.

TABLE XXXI (continued)

STATIONS OF THE DON LEE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Couer d'Alene, Idaho	KVNI	1240	250	2300 RH 5590 RH	Unlimited	Mutual	Couer d'Alene Bcstg. Co., Blackwell Island
El Centro, California	KXO	1230	250	3360 RH 16410 RH	Unlimited	Mutual	Valradio Inc., P.O. Box 140
Eugene Oregon	KORE	1450	250	9010 RH 30870 RH	Unlimited	Mutual	Land Bcstg. Co., Box 1032
Eureka, California	KIFM	1490	1000	6510 RH 20450 RH	Unlimited	Mutual	Redwood Bcstg. Co., Inc., East at Sixth.
Everett, Washington	KRKO	1400	250	200000	Unlimited	Mutual	Everett Bcstg. Co., Inc., KRKO Bldg.
Fresno California	KYNO	1300	1000	22330 RH 65010 RH	Unlimited	Mutual	The Voice of Fresno, Hotel Fresno.
Grants Pass Oregon	KUIN	1340	250	2600 RH 7980 RH	Unlimited	Mutual	Southern Oregon Bcstg. Co., Box 148
Hilo Hawaii	KIPA	1110	1000	Not Available	Unlimited	Mutual	Big Island Bcstg. Co., Ltd., Box 1602
Honolulu, Hawaii	KHON	1380	5000	Not Available	Unlimited	Mutual	Aloha Bcstg. Co. Ltd., Box 1380

TABLE XXI(continued)

STATIONS OF THE DON LEE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Klamath Falls, Oregon	KFJI	1240	100	6740 RH 16810 RH	Unlimited	Mutual	KFJI Broadcasters, Second and Main
Lewiston, Idaho	KRLC	1350	1000	95000	Unlimited	Mutual	H.E.Studebaker Lewis and Clark Hotel
Lihue Hawaii	KTOH	1490	250	Not Available	Unlimited	Mutual	Garden Island Pub.Ltd., Box 1380
Longview Washington	KWLK	1400	250	5340 RH 15940 RH	Unlimited	Mutual	Twin City Bostg. Corporation
Los Angeles, California	KHJ	930	5000	1206930 RH	Unlimited	Mutual	Don Lee Bostg. System,1313 N. Vine Street
Marysville, California	KMYC	1450	250	2400 RH 7190 RH	Unlimited	Mutual	Marysville-Yuba Bctrs.Inc., Box 631
Merced California	KYOS	1240	250	3060 RH 17210 RH	Unlimited	Mutual	Merced Bostg.Co. Box 717
Olympia, Washington	KGY	1240	250	4870 RH 14510 RH	Unlimited	Mutual	Tom Olsen Rockaway-Leland Bldg.
Paso Robles California	KPRL	1230	250	1240 RH 13540 RH	Unlimited	Mutual	Leslie H.Hacker 32nd and Oak Sts.

TABLE XXXI(continued)

STATIONS OF THE DON LEE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Portland, Oregon	KPOJ	1330	5000	137420 RH 159160 RH	Unlimited	Mutual	KPOJ, Inc., Taylor St.Bldg.
Redding, California	KVCV	600	1000	3150 RH 12700 RH	Unlimited	Mutual	Golden Empire Bcstg.Co.,Inc., Highway 99 So.
Reno, Nevada	KATO	1340	250	7780 RH 11520 RH	Unlimited	Mutual	Sierra Bcstg. Co.,Box 2231
Roseburg, Oregon	KRNR	1490	250	2130 RH 12030 RH	Unlimited	Mutual	News-Review Co., 134 Jackson St.
Sacramento, California	KXOA	1490	250	41330 RH 65610 RH	Unlimited	Mutual	Sacramento Bdcstrs. Inc., 1617 30th St.
Salem, Oregon	KSLM	1390	1000	12010 RH 28040 RH	Unlimited	Mutual	Oregon Radio Inc. Senator Hotel Bldg.
Salinas, California	KSBW	1380	1000	4250 RH 26620 RH	Unlimited	Mutual	Salinas Bcstg. Corp.,Airport Rd.
San Bernardino, California	KFXM	590	1000	17140 RH 67310 RH	Unlimited	Mutual	Lee Bros.Bcstg. Co.,512 5th St.
San Diego, California	KGB	1360	1000	82410 RH 110030 RH	Unlimited	Mutual	Don Lee Bcstg. System,1017 1st.Avenue
San Francisco, California	KFRC	610	5000	3500000	Unlimited	Mutual	Don Lee Holding Co.,1000 Van Ness Avenue

TABLE XXXI (continued)

STATIONS OF THE DON LEE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
San Luis Obispo, California	KVEC	920	1000 Day 500 Night	3600 RH 13540 RH	As Indicated	Mutual	Christina Jacobson, Mt. View and Hill Streets.
Santa Ana, California	KVOE	1480	1000	13190 RH 56280 RH	Unlimited	Mutual	The Voice of the Orange Empire Inc., Ltd., 206 N. Main St.
Santa Barbara, California	KDB	1490	250	14670 RH 28140 RH	Unlimited	Mutual	Don Lee Bcastg. System, Radio Square
Tacoma, Washington	KVI	570	5000	1000000	Unlimited	Mutual	Puget Sound Bcastg. Co., Inc., Kamlin Hotel, Seattle.
Spokane Washington	KNEW	1430	5000	44310 RH 58040 RH	Unlimited	Mutual	Couer d'Alene Bcastg. Co., Sprague and Wall.
Stockton California	KXOB	1280	1000	350000	Unlimited	Mutual	Valley Bcastg. Co., 2013 Pacific Avenue.
Tulare California	KCOK	1240	250	150000	Unlimited	Mutual	Herman Anderson, Box 119
Wailuku Hawaii	KMVI	550	1000	Not Available	Unlimited	Mutual	Maui Pub. Co., Ltd., Box 374

TABLE XXXI(continued)

STATIONS OF THE DON LEE NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Wallace, Idaho	KWAL	620	1000	760 RH 4840 RH	Unlimited	Mutual	Silvar Bdcstg. Co.,Box 930
Walla Walla, Washington	KUJ	1420	5000	6780 RH 11130 RH	Unlimited	Mutual	KUJ Inc.,55 E. Main Street
Wenatchee, Washington	KWNW	1340	250	35000	Unlimited	Mutual	Apple-Land Bdcstg.Co.,Inc., Box 1510.
Yakima,	KYAK	1400	250	200000	Unlimited	Mutual	Yakima Bdcstg. Corp. Box 172.

GREAT WEST NETWORK

The Great West Network is composed of three stations in New Mexico. Two of them are owned by one company and the third is owned by an affiliate of that company. Only one of the stations is connected with a national network. The network was formed in 1947 and is not incorporated. Business affairs are handled by station KVER in Albuquerque, which is also the key station of the network.

The network is not connected by permanent lines, and whenever a program is to go out on the network, special lines must be set up. However, programs can originate from any one of the stations if desired, although this is very seldom done. Since there is joint ownership of the three stations, option time is not necessary and programs do not have to be cleared with the individual station.

Rates for the network are based on the rate cards of the individual stations. News, farm programs and sports programs are available for sponsorship on the network. Regular rates apply for political broadcasts. The network is open for programs in the Spanish language from 3 to 4 in the afternoon and from 9 to 10 in the evening. There is no additional cost for these foreign language programs. The network has complete services available for program production,

including talent, remote facilities, promotion, technical equipment and a production staff.

There is not a constant flow of programs on the Great West Network. There is no attempt made to furnish any number of sustaining programs to the member stations, and most of the commercial programs which have been sold thus far have been of a political nature.

The member stations of the network take less than 5% of their programs from the regional network while taking 40% from the major network.

None of the stations on the network have frequency modulation stations.

TABLE XXXII

STATIONS OF THE GREAT WEST NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Alamogordo, New Mexico	KYLE	1230	250	Not available	Unlimited	None	Intermountain Bdcstg.Co., Box 1388, Albuquerque, N.M.
Albuquerque, New Mexico	KVER	1340	250	200000	Unlimited	Mutual	Westernair Inc., Box 1388
Artesia, New Mexico	KSVP	1450	250	25000	Unlimited	Mutual	Intermountain Bdcstg.Co., Inc. Box 455

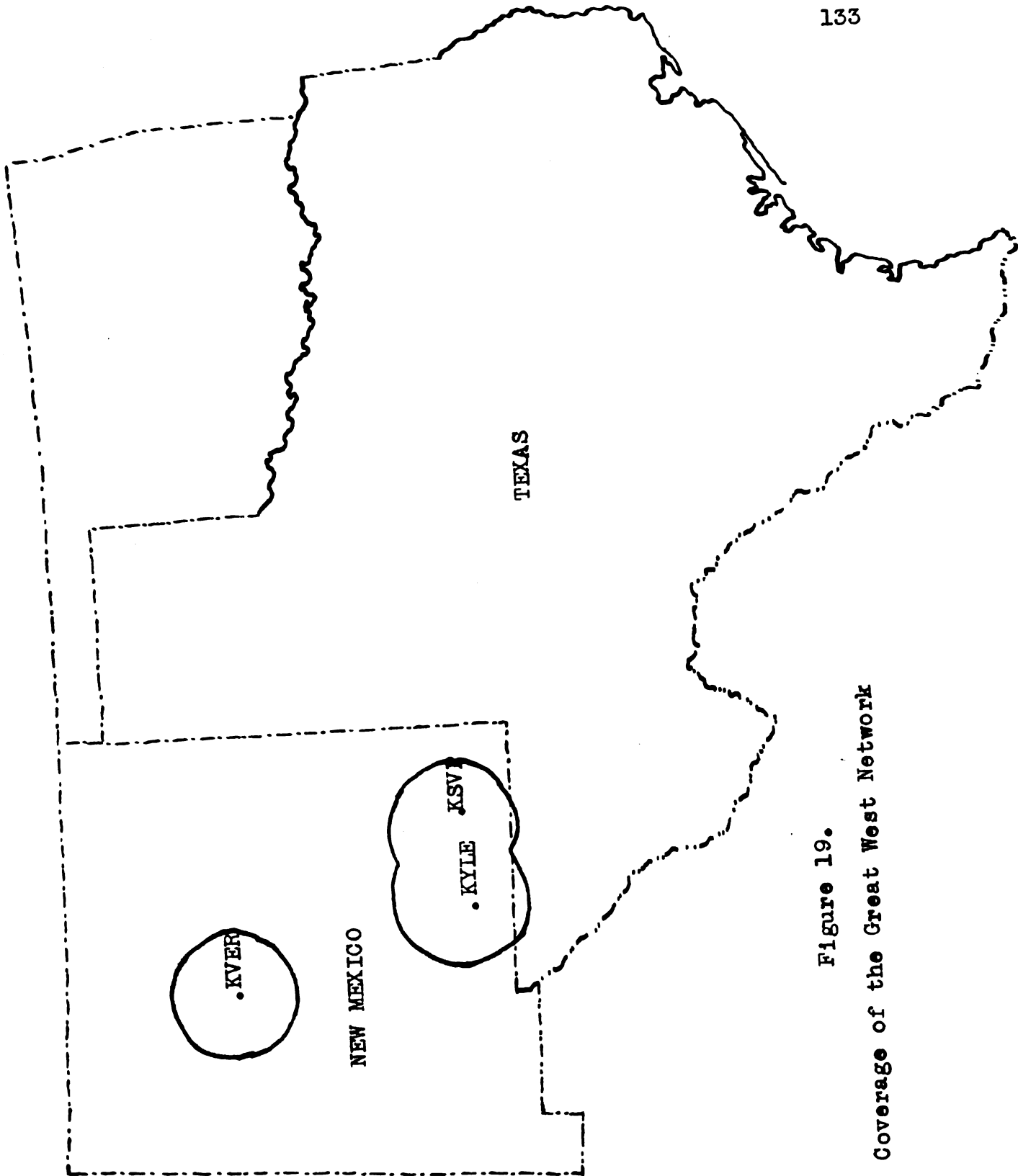


Figure 19.
Coverage of the Great West Network

SOUTHWEST NETWORK

The Southwest Network is composed of seven stations, three of which are affiliates of the Columbia Broadcasting System. The other five are affiliates of the Mutual Broadcasting System. The network is not incorporated. Actually, it is more of a sales organization than a network.

There is not a constant flow of programs on the network. Since it is primarily a sales organization, it comes into being only when an advertiser wishes to use it. The network does not maintain permanently leased lines, and special circuits must be set up when a program is to go out on the network. Occasionally it is possible for the stations to use the lines of the major networks. All programs which are scheduled to go out on the network must be cleared with the member stations of the network before broadcast.

The network is available as a unit, or any combination of the member stations may be used. Rates for the full network follow this schedule. A one-hour program on Class A time, which extends from 5:59 to 10:31 in the evening, sells for \$490.00. The same length program on Class B time, which is all other time, sells for \$370.00. Rates for special groups of stations in the network are based on the rate cards for the individual stations with the following

discounts. One station sells for the net price. Two stations carry a discount of 5%, three stations will give a discount of 7%, and there is an additional 2% for each station used. Therefore, the use of the full network of nine stations would receive a discount of 19% from the total cost of each station. An additional 20% must be paid for news broadcasts. The network maintains program and production departments, and merchandising and publicity services are also available.

The stations of the Southwest Network take from 5% to 10% of their programs from the regional network. The programs on the network are better than 90% commercial. The network does have considerable sports coverage, especially in football. Sustaining programs are not ignored entirely. Special events which would prove of great interest to the people of the area served by the network are broadcast from time to time. The national networks furnish from 40% to 45% of the programs of the stations on the Southwest Network.

None of the stations affiliated with the network have frequency modulation stations.

TABLE XXXIII

STATIONS OF THE SOUTHWEST NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Carlsbad, New Mexico	KAVE	1240	250	28980 RH	Unlimited	Columbia	Carlsbad Bdcstng. Corp., 800 So. Canal St.
El Paso, Texas	KROD	600	1000 Day 500 Night	60760 RH	As indicated	Columbia	Roderick Bdcstng. Corp., 2201 Wyoming Street.
Marfa, Texas	KVLF	1490	250	12380 RH	Unlimited	Mutual	Big Bend Bdcstrs. Holland Hotel, Alpine, Texas.
Monahans, Texas	KVKM	1340	250	32430 RH	Unlimited	Mutual	Mohamans Bdcstrs. Radio Center
Odessa, Texas	KOSA	1450	250	51740 RH	Unlimited	Mutual	Southwestern Bdcstng. Corp. 115 W. 6th St.
Pecos, Texas	KIUN	1400	250	28720 RH	Unlimited	Mutual	Hawkins and Hubbs KIUN Bldg.
Silver City, New Mexico	KSIL	1340	250	30460 RH	Unlimited	Columbia	Dorrance D. Rod- erick, 17th and Cactus Streets.

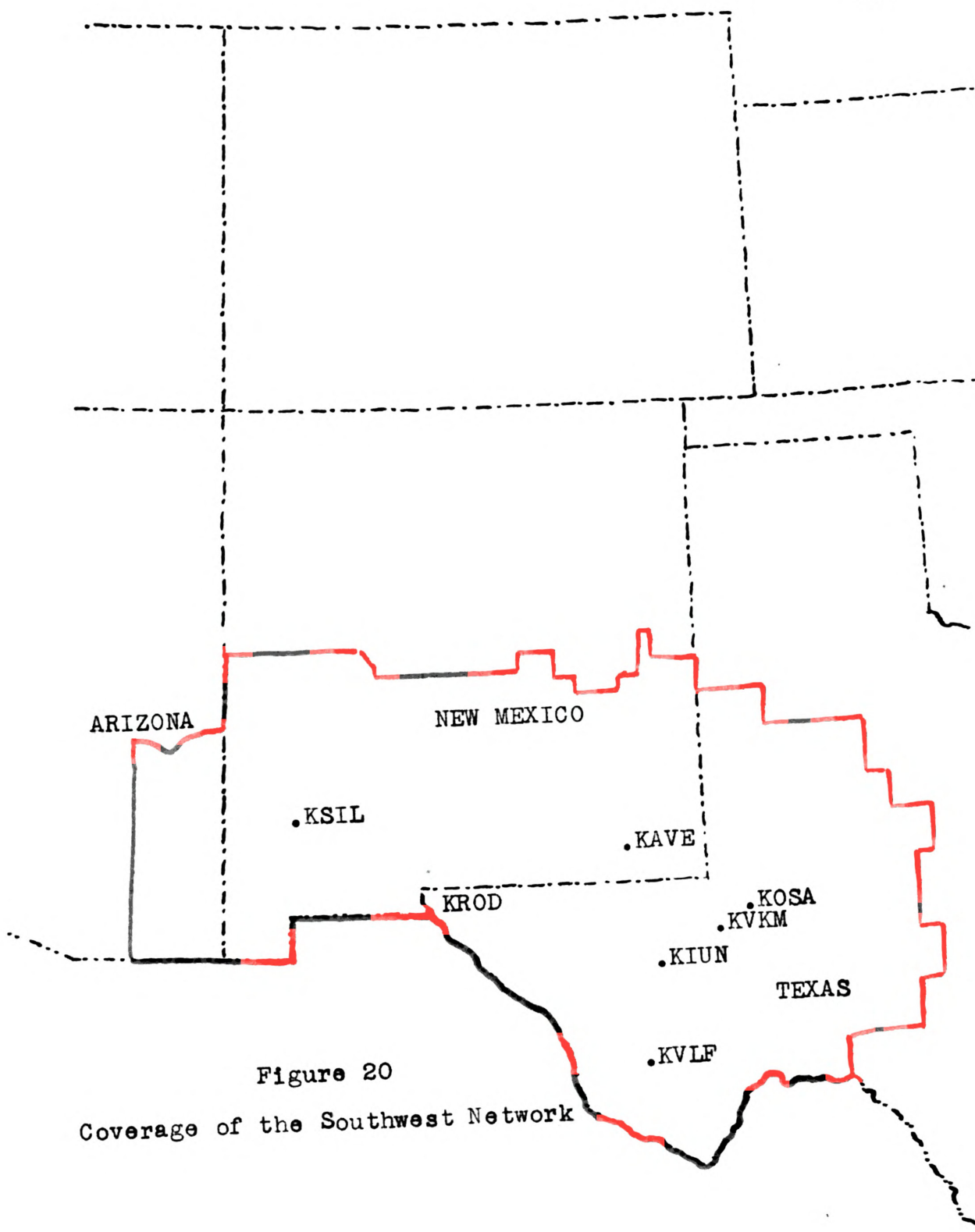


Figure 20
Coverage of the Southwest Network

ZIA NETWORK

Four stations make up the Zia Network. All four stations are located in New Mexico and all four are affiliates of the American Broadcasting Company. The network was formed in 1946 and is not incorporated. Acutally, until December 1, 1948, it was little more than a sales organization. It started to function as a network on that date.

The network does not have a constant flow of programs on its wires. It is used only when an advertiser wishes to promote his product in the area covered by the stations. However, there are certain sustaining programs which the network offers more or less regularly. Among these are broadcasts from the University of New Mexico School of Music and the University of New Mexico Roundtable. It does broadcast other sustaining programs on a one-time basis. Among these was the Governor's Inauguration on January 1, 1949. The network uses the lines of the American Broadcasting Company except when it would interfere with ABC programs. If it is necessary to use the regional network at a time when the ABC lines are in use, special circuits are set up. The lines are not reversible, but the individual stations do feed programs to the network at times over special circuits. Most of the programs originate at KOAT, which is the key station of the ZIA Network.

Rates for the network are based on the rate cards of the individual stations of the network. Any part of the network may be obtained by an advertiser wishing special coverage.

The stations of the network take less than 5% of their program structure from the ZIZ Network. The three stations which answered the questionnaire stated that the programs on the network were mostly sustaining and public service. The stations indicated that they took nearly 50% of their programs from the American Broadcasting System.

None of the stations in the ZIA Network have frequency modulation stations.

TABLE XXXIV

STATIONS OF THE ZIA NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Albuquerque, New Mexico	KOAT	1450	250	136660	Unlimited	American	Rio Grande Bdcstng.Co., Inc.,122 S. Tulane
Gallup, New Mexico	KGAK	1230	250	39334	Unlimited	American	Rio Grande Bdcstng.Co.Inc., Box 1150
Roswell, New Mexico	KSWS	1230	250	76071	Unlimited	American	McEvoy Bdcstng. Co.,401 N. Richardson St.
Santa Fe, New Mexico	KTRC	1400	250	73187	Unlimited	American	Rio Grande Bdcstng.Co. Inc.,210 E. Marcy Street.

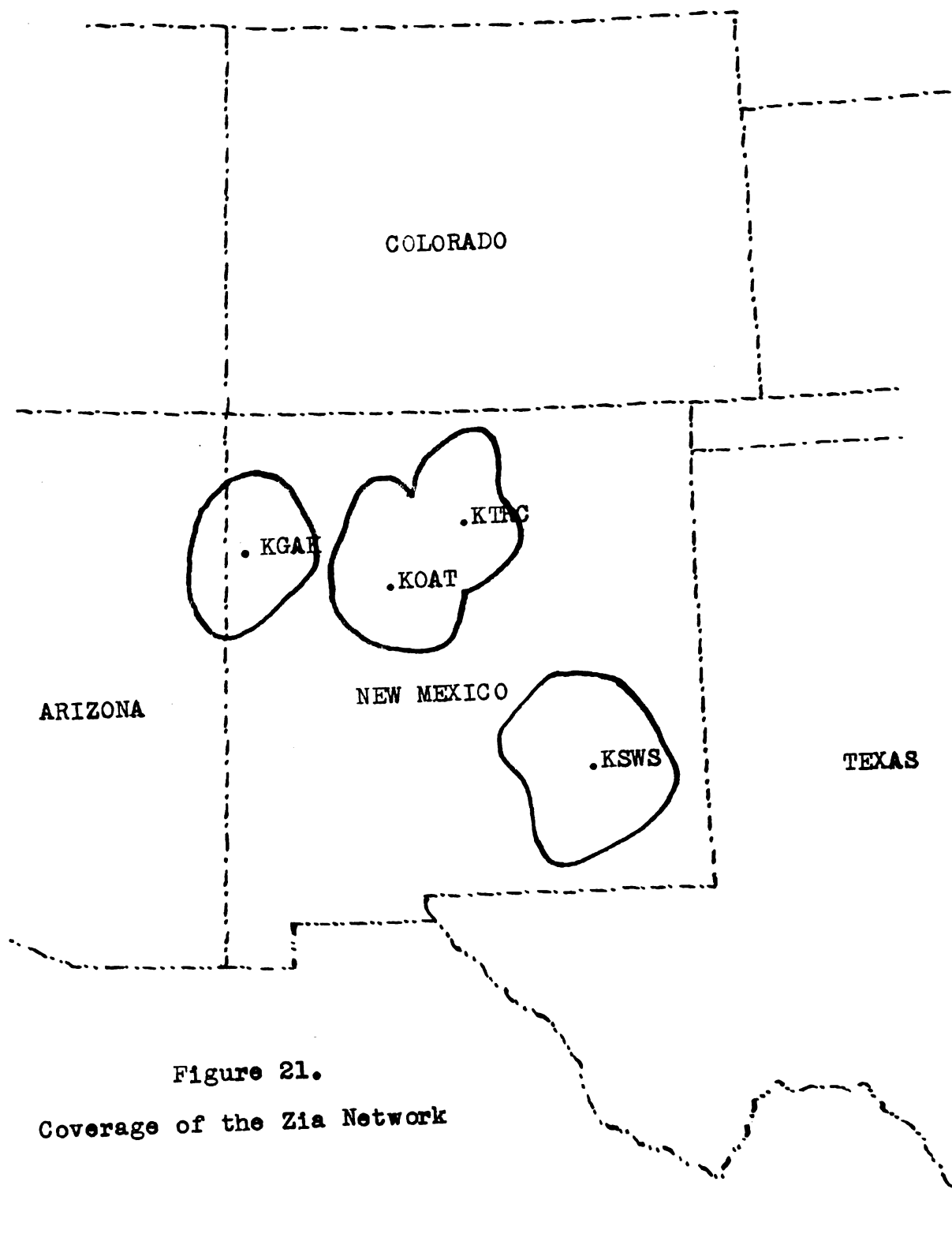


Figure 21.
Coverage of the Zia Network

TABLE XXV

STATIONS OF THE ARIZONA BROADCASTING SYSTEM

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Douglas	KWAT	1450	250	2730 RH 11320 RH	Unlimited	National	Carleton W. Morris, Box 1118.
Globe	KWJB	1240	250	2150 RH 8470 RH	Unlimited	National	Gila Bdcstng. Co., Inc.
Phoenix	KTAR	120	5000	22510 RH 61960 RH	Unlimited	National	KTAR Bdcstng., Co. 711 Heard Bldg.
Prescott	KYCA	1490	250	2210 RH 10190 RH	Unlimited	National	Southwest Bdcstng. Co., E. Gurley St.
Safford	KGLU	1480	1000	740 RH 3470 RH	Unlimited	National	Gila Bdcstng. Co., 1216 6th Avenue.
Tucson	KVOA	1290	1000	11960 RH 24820 RH	Unlimited	National	Arizona Bdcstng. Co., Inc., 48 E. Broadway
Yuma	KYUM	1240	250	1620 RH 5520 RH	Unlimited	National	Yuma Bdcstng. Co. 1st St. & 19th Avenue

TABLE XXXVI

STATIONS OF THE ARIZONA NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Lowell	KSUN	1230	250	1890 RH 11320 RH	Unlimited	Columbia	Carleton W. Morris, Drawer C
Phoenix	KOY	550	5000 Day 1000 Night	22510 RH 61960 RH	As indicated	Columbia	Salt River Valley Bdcstng.Co., 836 N. Central Avenue
Tucson	KTUC	1400	250	11960 RH 24820 RH	Unlimited	Columbia	Tucson Bdcstng. Co., 900 E. Broadway.

TABLE XXXVII

STATIONS OF THE CALIFORNIA RURAL NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Blythe	KUCB	1450	250	1050 RH 42610 RH	Unlimited	None	Bdcastng. Corp. of America, Box 578
Brawley	KROP	1300	1000 Day 500 Night	3450 RH 16410 RH	As indicated	American	Bdcastng. Corp. of America 3401 Russell St.
Indio	KREO	1400	250	1020 RH 42610 RH	Unlimited	None	Bdcastng. Corp. of America, Calhoun Drive
Riverside	KPRO	1440	1000	13480 RH 42610 RH	Unlimited	None	Bdcastng. Corp. of America, 3401 Russell St.
SUPPLEMENTARY STATIONS OF THE CALIFORNIA RURAL NETWORK							
Banning	KPAS	1490	250	1680 RH 42610 RH	Unlimited	None	Pass Bdcastng. Co. 4425 W. Ramsey St.
Callexico	KICO	1490	250	1560 RH 16410 RH	Unlimited	None	Charles R. Love, Box 786
Los Angeles	KFVD	1020	5000	620580 RH 1206930 RH	Limited with KDKA	None	Standard Bdcastng. Co., 338 S. Western Avenue

TABLE XXXVII (continued)

STATIONS OF THE CALIFORNIA RURAL NETWORK

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Needles	KSFE	1340	250	42610 RH	Unlimited	None	Oscar D. Shelley, Needles
Pomona	KPMO	1600	500	9660 RH 1206930 RH	Unlimited	None	Valley Bdstng. Co., 1240 E. Holt St.
San Diego	KUSN	1510	5000 Day 1000 Night	82410 RH 119030 RH	As indicated	None	San Diego Bdstng. Co., 1029 Second Ave.
Santa Ana	KVOE	1480	1000	13190 RH 56280 RH	Unlimited	Mutual	The Voice of the Orange Empire Inc., Ltd., 206 North Main St.

TABLE XXXVIII

STATIONS OF THE RADIO NETWORK OF ARIZONA

Location	Call Letters	Frequency	Power	Coverage	Operating Time	Major Net Affiliation	Owner
Coolidge	KLKY	1150	1000	8790 RH	Unlimited	Mutual	Gila Bdstng. Co., Roosevelt and Main.
Nogales	KNOG	13450	250	2870 RH	Unlimited	Mutual	Border Bdstng. Co., Inc., Rancho Grande Hotel
Phoenix	KOOL	960	5000	22510 RH 61960 RH	Unlimited	Mutual	Maricopa Bdcstrs. Inc., Adams Hotel Bldg.
Tucson	KCNA	1340	250	11690 RH 24820 RH	Unlimited	Mutual	Catalina Bdstng. Co., Box 2348

BIBLIOGRAPHY

A. BOOKS

Archer, Gleason L., History of Radio to 1926. New York:
American Book-Stratford Press, Inc., 1938. 399 pp.

B. TRADE JOURNALS

Broadcasting Weekly, Yearbook Edition. Washington, D.C.:
Broadcasting Publications, Inc., 1948.

C. RADIO RESEARCH

Radio Families--USA. New York: Broadcast Measurement
Bureau, 270 Park Avenue, 1948.

D. OTHER MATERIAL

Coy, Wayne M., "The Future of FM, AM and Television,"
A speech delivered at the Institute for Education
by Radio, Columbus, Ohio, March 4, 1949.

Personal letter to the author from McCormack M. McEndree,
Rates Service Manager, Standard Rate and Data
Service, Chicago, Illinois.

BIOGRAPHY

The author was born in Binford, North Dakota on November 7, 1922. He was graduated from Binford High School in 1940 and attended North Dakota State College for a year and one quarter before going into the Army Air Force. After serving 38 months as a Bombardier-Radar Operator with a Flight Test Group at MacDill Field, Florida, he received his discharge.

Deciding to enter upon a career in radio, he entered the University of North Dakota and received his B.A. degree in 1948. While at the University of North Dakota, he served as a staff announcer and assistant program director of KFJM, the University Radio Station. He also worked for a time as sports director at KNOX, the Mutual affiliate in Grand Forks, North Dakota.

After enrolling at Michigan State College in the fall of 1948, he received his Master of Arts Degree in September, 1949. While at Michigan State College, he served as a graduate assistant in the Department of Speech, Dramatics and Radio Education. After receiving his degree, he joined the staff of the University of Idaho as an Instructor in Speech and Radio.

ROOM USE ONLY

Sep 26 55

Dec 6 58

OCT 12 1961

Feb 11-12

JAN 6 1966

~~MAY 4 1966~~

~~DEC 20 1966~~

~~FEB 20 1967~~

ROOM USE ONLY

MICHIGAN STATE UNIV. LIBRARIES



31293102522707