



WADV BUFFALO

STEREO—FM

106.5 ON THE DIAL





The



WADV-FM



STEREO



Success



Story



THE WADV STORY

On November 14, 1962 a whole new and exciting realm of radio listening was unveiled in Buffalo, New York. This date marks the birth of WADV, Buffalo's first FM Stereo Station. Since that time, WADV has enjoyed an ever-increasing listenership through consistent presentation of a well-balanced format of middle-of-the-road music broadcast entirely in full-dimensional Stereo.

Audience response to this amazing new broadcast technique and, especially, to WADV's format, justifies our statement that the WADV Story is more than a success story. Every promotion WADV has presented, commercial or otherwise, has met with a unique acceptance and unbelievable success.

The purpose, then, of this brochure is to tell that story by means of facts and figures. It warrants your attention because it outlines and explains an entirely new concept in the broadcast field ... WADV-FM STEREO MULTIPLEX.

The WADV Story is one you will be interested in for it shows how this station overcame the FM stigma in Western New York. It represents a new school of thought in broadcasting and offers proof positive that FM radio is no longer stagnant, long-haired or subordinate to AM radio. FM may be the band of the future...but WADV FM STEREO IS the station of today and tomorrow.

WADV- FM STEREO - THE FIRST STEP . . . TECHNICAL SUPERIORITY

An identifiable sound is perhaps a radio stations's most valuable asset. With the advent of FM Stereo radio, a new element was added to this concept of sound. Suddenly the accent mark was moved to a clear, distortion-free signal, the evaluation of which is more critical than in any other broadcast medium. FM STEREO prides itself on a quality of sound never before achieved. The rigidity of the standards of this quality made necessary the use of the finest audio and transmission equipment available.

Realizing this, WADV planned and built, from the ground up, a radio station that was technically as advanced as possible from stylus to antenna. Virtually of the station's studio and transmitting equipment was manufactured by the Collins Radio Company, an electronics concern well recognized in technical circles for unmatched quality. As a transmitter site, WADV chose the 27th floor of the Rand Building in downtown Buffalo. The antenna mounted atop the superstructure of the building is the highest point in Buffalo. By making use of the most advanced sound amplifying and filtering equipment available, WADV is assured of having the finest sound in all of Buffalo radio.

This sound is the richest, fullest and most brilliant that Western New York has ever heard. WADV's effective radiated signal of 17,500 watts at a frequency of 106.5 megacycles blankets the Metropolitan Buffalo area and extends to cover a total of ten (10) Western New York counties and eight (8) Southern Ontario counties. WADV's clear and strong signal has, in fact, greater coverage than many FM stations with higher power output. The proof of this signal strength lies in letters and calls from Western New York residents who claim to have found no station whose signal could match that of WADV; and, frequently from residents of such distant points as Peterborough and London Ontario, Massena and Potsdam, New York and Warren Pennsylvania.

In short, WADV's advanced broadcast technique has been responsible to a great extent for the success the station has enjoyed not only in Buffalo but, in addition, throughout Western New York and Southern Ontario. The result -- stronger contact of more people in a larger area with more response than is enjoyed by most radio stations.

WADV - FM STEREO . . . THE SECOND STEP: UNIQUE AND APPEALING PROGRAMMING

The WADV format is, in effect, a happy medium between the talkative AM band and the background music tendency of the typical FM station. A blend of well-known selections by popular artists on the finest available stereo recordings comprises the basic WADV music format. The "Sound of WADV" is a lively, enjoyable program known as "Stereo" Showcase". It includes both instrumental and vocal selections played in segments consisting of three records each. The result is a sound which is deliberate in its overall effect yet virtually uninterrupted.

In addition to its basic format, WADV programs special features:

- (1) Musical Moods 6:05 - 7:00 P.M., Monday through Friday

This is a program of listenable instrumental music especially selected for the dinner hour.

- (2) Stereo Special 9:05 - 10:00 P. M., Monday through Friday

This program, which has proven extremely popular develops one theme, such as a Broadway show, a movie Sound Tract or a featured recording artist.

- (3) ADV Dance Party 8:05 P.M. - 1:00 A.M. Saturday Evenings

A program of dance music of varying moods and tempos, it has proven itself to be the logical choice of Western New Yorkers who love dancing and listening in a Saturday night mood.

- (4) Polka Ballroom: Saturday 4:30-6:30 P.M.
Sunday 4:30-7:00 P.M.

In recognition of the tremendous Polish-American market in Buffalo, WADV presents the finest in carefully selected Polka music each weekend.

- (5) Dixieland in Stereo 9:30 - 10:30 P.M.

This program, the only one of its kind in the Buffalo market, has attracted an unwavering group of enthusiasts.

(6) Campus Profiles 8:30 - 9:30 P.M. Sunday

Realizing the vast college market in the Buffalo area is one which cannot be ignored. "Campus Profiles" was initiated. Its features include folk music, campus news, interviews and clothing style tips. It enjoys the distinction of being the only folk show in Buffalo radio.

(7) Organ Sounds in Stereo 10:30-11:00 P.M. Sunday

Presented in cooperation with the Theater Organ Enthusiasts of the Niagara Frontier, this program consists of organ music by the world's best-known artists in addition to concerts performed locally by members of this organization.

(8) Public Information 2:05-2:20 P.M. Sunday

The majority of programs presented in this time segments are produced by the Buffalo Area Chamber of Commerce. It has included such outstanding features as "American In An Age of Conflict". Hosted by Dr. Donald Clark, a local educator, author and graduate of the Foreign Service Institute. It has attracted national recognition and was a key factor in Dr. Clark's award of the Freedoms Foundation for the year 1964.

(9) Music of Praise: Sunday A. M.

Religious music broadcast completely in Stereo.

Throughout the entire schedule outlined above, WADV presents five-minute news summaries every hour, the main source of which is United Press International. Unlimited feature newscasts are heard at 8:00 A.M. and 12 o'clock noon.

WADV - FM STEREO . . . THE THIRD STEP: UNIQUE APPROACH FOR THE ADVERTISER

Thus far we have seen that WADV has succeeded in establishing itself as a unique medium. It would be futile to attempt to maintain this distinction if any one phase of the station's programming were to detract from or distort this image. This is especially true of the manner in which commercial messages are presented to its listeners. In laying the groundwork for the WADV format this was a prime consideration.

As a matter of policy, therefore, WADV limits itself to no more than three spots per half hour of programming. A minimum of three musical selections is played without interruption. This puts the listener into the proper frame of mind to hear the message and pay attention to it. Because he has enjoyed the music he has heard, he is ready to listen to what the station has to say.

From the advertisers point of view, this has a number of advantages. Most importantly, his product or service is in the spotlight. . . . not crowded into a commercial block. His message is not simply put on display, but showcased in a pleasant setting where it will be noticed most and regarded important.

Does it work? To answer this question as it should be we can only point to the satisfied advertisers who have found this unique medium quite unlike any other they have ever used. We would also call attention to the WADV listener who has responded in such a manner that we may justifiably refer to WADV as a unique medium.

WADV - FM STEREO . . . THE FOURTH STEP: SUCCESS - RESULTS

"Nothing succeeds as well as success". Strict adherence to the principles upon which WADV was founded has resulted in record-breaking ratings, ecstatic advertisers and an army of listeners who, at last, have found the radio station they have dreamed of.

Our words fall short of catching the full significance and sentiments of the rating sheets, the satisfaction of the advertiser and the bliss of the listener. Therefore, we have included samples of the thousands of testimonials we have received from sponsors and listeners in our short existence.

The rating sheet will show you how many listeners we have in actuality. What it will not tell you is that everyone of those listeners is not typical they listen.

But then ADV is not typical it satisfies

OUR LISTENERS SAY . . .

Robert M. Hopkins
Batavia, New York

Our FM Radio was set to your station and has not been moved since. Your choice of music, in the opinion of our family is excellent. Television has taken a back seat in the household even to our youngest son who is ten years old.

Alouise K. Heltz
209 Orchard Drive
Kenmore, New York

Sign me - one who's having a one-way love affair with WADV

Mrs. Robert Cole
338 Gold Street
Buffalo, New York

My constant companion, all day long, is beautiful Stereo music from station WADV

Leonard V. Gorczynski
14 Rogers Drive
Cheektowaga, N. Y.

Keep up the Beautiful Music. Your station is a must in our house.

Barb Snyder
Lancaster, New York

Just a note to say how much I enjoy your programming. It is comforting to know that every time I snap on my radio I'll be greeted by good music.

Mr. & Mrs. D. Tisack
Niagara Street
Buffalo, New York

We're glad to find there is such a fine Stereo station as WADV. Thank you very much for many happy hours of fine music.

Mrs. R. Binkowski
230 Parker Street
Cheektowaga, New York

We enjoy your programs very much. We listen every day. Thank you!

Mrs. Marcia Lenkiewicz
Greentree Road
Tonawanda, New York

We enjoy your fine stereo-hi fi presentations immensely. Your announcers do a fine job.

Mrs. Ann Iglewski
65 Kirkwood Drive
West Seneca, New York

W. A. D. V. is the reason we bought a Stereo set. Beautiful - Beautiful

Charles Townes
305 Riley Street
Buffalo, New York

There is no station that surpasses "WADV". Your choice of stereo music is Superb.



MIKE

DATELINE MARCH 24, 1965
BEHIND the SCENES

"A Radio and Recording Industry NEWS LETTER"

The Rand Building - Suite 806

Buffalo, New York - 14203 - Telephone 852-3508



MICKEY

"THE OTHER SIDE OF THE COIN"

WHILE the above is taking place around the country, a very very important event took place in Buffalo New York.

IN a recent Major Survey AN FM RADIO STATION, WADV, OUTRATED THREE AM RADIO STATIONS IN THE EIGHT STATION BUFFALO MARKET.

THE FM Station, WADV, which showed up with a top rating of better than 51/2% of the audience share in the market. Stations that suffered by comparison with the FM-er were WYSL, WWOL and WUFO. Hard-pressed by the survey figures were WNIA in some time periods as well as WGR.

NOW my friends as you count the number of Stations (AM that we mentioned above) it comes to a big fat five. It means that WADV has worked its way to a point where conceivably in the next few months it could compete with the Top Three rated Stations in the eight station market. Namely, WEBR, WBEN and WKBW. This survey came as a big shock to a good many people in the business!! That is all except us, because this is what we have been talking about. As one of the local columnists said - "IT'S A SIGN THAT FM RADIO CAN PICK UP AN AUDIENCE WHEN ITS SEPARATE PROGRAMMING IS APPEALING AND SUFFICIENTLY DIFFERENT FROM AM COMPETITION."

NOW the big point we wish to make with the above Promotion Man and just about every record company in the country. Briefly it's this. WHY IN THE HELL AREN'T YOU CALLING ON THESE STATIONS???? You're screaming about exposure. It's very apparent that the FM's are starting to build an audience in a good many markets. Yet we know of only a couple companies that have sau fit to follow our advice and pursue this matter, of servicing FM outlets with their material.

THESE Stations that are trying to get started naturally are hungry. They are looking for your material. Believe us when we tell you --- THERE WILL BE NO GRYPE -- WHEN THEY TAKE YOUR HYPE.



MIKE

DATELINE -- JUNE 2, 1965

BEHIND the SCENES

"A Radio and Recording Industry NEWS LETTER"

The Rand Building - Suite 806

Buffalo, New York - 14203 - Telephone 852-3508



MICKEY

"THE GIANT KILLER"

A SIGN of the times --- and you might call the times today, tomorrow, or next year --- However, the fantastic showing of WADV-FM in the Buffalo market has proven that there is something new on the horizon called tomorrow.

THIS little FM station with limited promotion and limited programming resources has done a very commendable job in one of the latest National Ratings Services. During the evening hours (throughout the week) it has knocked off Gordon McClendon's WYSL and Taft's WGR. The result has led to a big upheaval at the latter station. Managers have been "promoted" or have decided to look for greener pastures. Air personalities who have held their jobs for five, ten or fifteen years or longer are on the outside looking in.

SO you say what does WADV-FM have that people prefer to go "searching" for it??? My friends if you are "in" you know it has a better sound quality wise --- it has stereo -- and the right music.

IT'S an old story as they say in the record biz -- it's gotta be in the grooves -- or in the air waves.

LITTLE ADV-FM will go down in history as the giant killer!!!

PROGRAM SCHEDULE

ALL PROGRAMS ARE PRESENTED IN FULL-DIMENSIONAL STEREOPHONIC SOUND

MONDAY THRU FRIDAY

8:00 a.m. Stereo Showcase
6:05 p.m. Musical Moods
7:05 p.m. Stereo Showcase
8:30 p.m. The Ray Conniff Show
(Monday evening only)
9:05 p.m. Stereo Special
10:05 p.m. Jack West Show
1:05 a.m. Sign-Off

SATURDAY

8:00 a.m. Stereo Showcase
11:30 a.m. Spectrum USA
12:05 a.m. Stereo Showcase
4:30 p.m. Polka Ballroom
6:30 p.m. Stereo Showcase
8:05 p.m. 'A D V Dance Party
10:05 p.m. Jack West Dance Party
1:05 a.m. Sign-Off

SUNDAY

8:00 a.m. Music of Praise
10:00 a.m. Great Organ Music
from Great Churches
10:30 a.m. Music of Praise
11:05 a.m. Heartbeat Theater
(Stereo Drama)
11:30 a.m. Music of Praise
1:05 p.m. Capitol Corner in Stereo
2:05 p.m. Public Information
2:20 p.m. Stereo Showcase
4:30 p.m. Polka Ballroom
7:05 p.m. Stereo Showcase
8:30 p.m. Campus Profiles
9:30 p.m. Dixieland in Stereo
10:30 p.m. Organ Sounds in Stereo
11:05 p.m. Notes From Underground
12:00 M Sign-Off

FIVE MINUTE NEWS SUMMARIES ARE FEATURED EVERY HOUR ON THE HOUR

-UNLIMITED NEWSCASTS AT 8:00AM AND 12 O'CLOCK NOON

WADV

Commander
RAYMOND G. KOLBE, N
Squadron Commander
649 Niagara Parkway
North Tonawanda, N. Y.

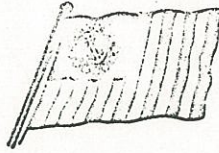
Lt. Commander
EARL C. STAHL, AP
Executive Officer
297 Utica Street
Tonawanda, N. Y.

1st Lieutenant
JAMES M. CLARK, N
Executive Officer
611 Main Street
North Tonawanda, N. Y.

1st Lieutenant
HAROLD R. SHELLEY, S
Secretary
12 Doyle Avenue
Buffalo 7, N. Y.

1st Lieutenant
ROBERT W. OLESEN, N
Treasurer
225 Blackstone Blvd.
Tonawanda, N. Y.

Lt. Commander
JOHN G. KLOEPFER, N.
Squadron Educational Officer
731 Parker Blvd.
Kenmore 23, N. Y.



Swiftwater Power Squadron

A UNIT OF THE UNITED STATES POWER SQUADRONS

1/18/65

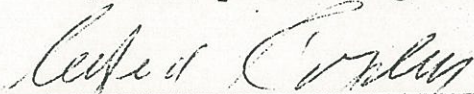
Program Manager,
WADV Radio Station
126 Pearl Street
Buffalo, New York

Dear Sir,

This letter, in a very small way, is meant to say "thank you" for the publicity you recently gave us for our Piloting and Safe Boating course. The registration for the winter class, usually smaller than the first fall class, was the largest in the history of the squadron. The numbers exceeded by almost three times the average number of students enrolling for similar classes.

One of the questions asked on the enrollment card is "How did you become interested and aware of our educational program?" "WADV Radio" appeared again and again and we want you to know we are grateful for the time you so generously provided us.

Kindest personal regards,


Alfred Copley, Public Relations
Officer - Board of Piloting,
Swiftwater Squadron

AC/jc

BROADCAST INDUSTRY NEWS

Mono TV Sales Dip, Radio Up

Distributor sales of monochrome TV sets for the first quarter of 1965 dipped slightly as compared with last year, but sales of radio sets climbed substantially, according to EIA's Marketing Services Dept. First-quarter sales of b & w sets totaled 1,904,302, down 9.8% from last year. Radio sales (excluding auto) totaled 2,641,069, up 33.5% over last year. Color TV sets produced during the first quarter totaled 502,857, more than 75% greater than the number produced in the first quarter of last year.

A truly great year is predicted for FM; first-quarter production of FM radios was 693,560, 77% more than last year. RCA is featuring FM in more than half the 28 models in its 1966 radio line, including a new series of FM/AM transistor portables. Bryce S. Durant, Pres., RCA Sales Corp., predicts that 2.5 million FM and FM/AM radios will be sold during 1965, an increase of 25% over last year. FM set sales now account for nearly 20% of the domestic radio market, according to Mr. Durant, and virtually all phono consoles now feature FM/AM combinations.

"Turn-Key" for UHF's

For smaller communities needing local TV service, lacking backers with broadcast experience, two firms have teamed up to put interested investors into UHF on a pay-as-you-go plan. Electronics Leasing Corp., controlled by RKO General, and Kamen Associates, broadcast consulting firm based in New York, have joined forces to provide complete turn-key services — from application, construction, to operation and programming. The idea is to set

up local TV broadcast service on a sound financial basis, using the combined knowledge and experience at the command of the two firms. Basic station "blueprint" calls for 100w transmitter and 100-gain antenna for ERP of 10 kw. 5-year lease agreement, with no down payment. \$2,000 to \$5,000 monthly payments puts an operator in business.

CAS Has New Address

CAS Mfg. Co., pioneer in the manufacture of solid state amplifiers for CATV systems, has expanded their facilities and integrated their operations into a central region near Dallas, at 3301 Royalty Row, Irving, Tex.

Brand-Rex Consolidates

Brand-Rex, wire, cable and di-electrics div. of American Enka Corp., has combined its former activities at Concord and Acton, Mass., and Windham, Conn., in a centralized operation at Willimantic, Conn. Manufacturing area of the new plant is 340,000 square feet under one roof.

RCA Cuts Color TV Prices

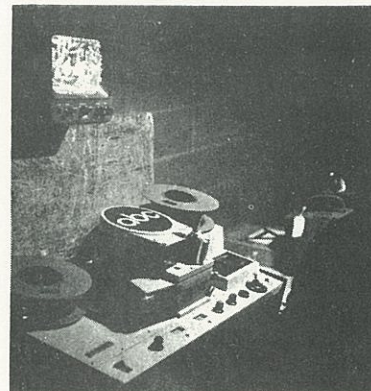
RCA Sales Corp. announced it would lower optional retail prices on all its home entertainment products, including a new low starting price for color TV sets of \$349.95 (a cut of \$30), effective with passage of the excise tax cut bill. Suggested retail price cuts for color TV sets range up to \$100 for top-of-the-line models. To enable retailers to offer lower prices immediately, RCA plans to give distributors and dealers excise tax refunds on existing inventories, instead of waiting for Federal rebates to be processed.

Another Broadcaster in CATV

WSBT-AM-TV, owned by South Bend (Ind.) Tribune, is negotiating for the purchase of yet unnamed CATV systems. The station's general manager, Arthur O'Neil, was appointed to a newly created position as assistant to the president for electronic media. His primary responsibility is developing and directing the firm's CATV activities.

(Continued on page 10)

New York City — ABC is using the isolated camera technique to replay key actions in network game-of-the-week baseball series. Key to the operation is an Ampex VR-660 portable television recorder which tapes all the game action and permits both slow and stop motion playback to show critical actions or disputed decisions. The program director has the option of taping from a live camera or a stand-by camera, giving him a broader selection of shots to catch close-up actions as they develop. Any play may be televised immediately or during the half-inning break, as desired.



30 Darling Ave.,
Toronto 5,
Ontario, Canada

May 19, 1965

The D.J. "Capitol Corner",
WADV,
126 Pearl Street,
Buffalo

Dear Sir:

It is my very great pleasure to inform you of the enjoyment obtained from the delightful music and wonderful multiplex reception presented by your station. Believe it or not, even an advertisement becomes tolerable when heard on WADV!

I have several Capitol L.P.'s and find their sound reproduction almost unbelievable. Several of my favorite artists, e.g. Sinatra, Cole, Peggy Lee, Al Martino and Nelson Riddle record for Capitol.

Keep up the good work and never be BEATLEARIZED!

With kind regards,

A Faithful Listener,

Agnes Wint

(Miss) Agnes Wint

Aug 5, 1965

Station WADOV

Gentlemen—

To write a letter does not come easy to me. I have never written to my Congressman, to the newspaper's people's column, or even to protect the playing of Beath's records — and much as I wanted to.

My little story is this. All my life, I wanted a nice sounding set, — sort of a AM-7M, record player. Something always came up that sent the money in another direction.

Our 14 yr. old TV set finally gave out, and we would shopping for a new one. While in the music store, this glorious music was playing from a set and, I was hooked. My wife told me to take it and

she would manage the payment. What I really wanted to say —, was that the man who delivered the set happened to put it at WADOV. Now, this is a expensive and good set and has a choice of many other stations — probably good ones too, but we at home cannot

hear to change the dial. Your Station has made a new life for me and I can't put over in words, your wonderful selection of music. Your announcements are some of the best on the air.

My heartiest congratulations to the best radio station on the air in the Buffalo area.

Eugene Ponder
207 Wardman Rd.
Hamme 7-7

Oh yes!

we also bought a new T.V. — I must see what it looks like sometime.

August 1, 1965

Dear Sir,

I would like to take the occasion of this writing to express my appreciation, along with many other thousands of listeners, for the type of enjoyable music played on station W. A. S. V. I am sure the music selected appeals to all age levels, from infants to grand-parents.

The announcers have well-modulated voices and are extremely cordial and courteous every minute on the air.

I hope to spend many more listening hours of pleasant music coming forth from station W. A. S. V.

Sincerely,

(Miss) Joanne J. Lalangelo
153 Tremaine Avenue
Kenmore, N. Y. 14217

27 Gamble Avenue, Apt. 410,
Toronto 6, Ontario, Canada.

January 30th, 1965.

The Management,
Radio Station WADV-FM,
BUFFALO, New York,
U.S.A.

Dear Sirs:

You are to be complimented for your fine Stereo broadcast. Your multiplex signal comes through 100% according to both my stereo-level meters. Your stereo balance is superior to our two local stations in Toronto.

We also enjoy your programs immensely, particularly the Sunday evening Organ music from 10:00 to 11:00 p.m. I hope that you will continue to broadcast such fine programs.

Yours sincerely,

E. T. Gray

E. T. Gray



GRANADA THEATRE

3176 MAIN STREET, BUFFALO, NEW YORK

PHONE: TF - 3 - 7746

November 5, 1963

Mr. Ernie Forrester
WADV-FM
126 Pearl Street
Buffalo, New York

Dear Ernie;

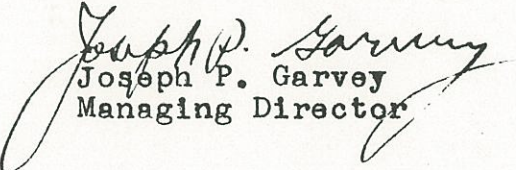
The FANTASIA promotion on Sunday November 3rd was, in my estimation a very successful one. I feel that this was very beneficial to both your station and to the Granada Theatre.

A total of 224 adults and children attended with the special invitations.

We feel that your station gave us excellent coverage and we would like to do something of this nature in cooperation with you again in the very near future, whenever we have another picture which would warrant such a promotion.

Very truly yours,

SCHINE'S GRANADA THEATRE


Joseph P. Garvey
Managing Director

JPG:hrb

WHAT THE PRESS HAS TO SAY ABOUT
W A D V

BUFFALO EVENING NEWS—
Tuesday, March 9, 1965

FM RATING—For some time FM stations in Buffalo failed to show up in rating polls. An AM-FM Radio report by the Hooper concern for January-February—telephones are used to collect data — lists both WBEN-FM (102.5 mc.) and WADV-FM (106.5 mc.) with ever-increasing listenership.

In two instances, WADV-FM has a bigger share of audience than an AM station. In the Monday to Friday block, 6-10 PM, WADV-FM has more listeners than WYSL and on Saturday from 8 AM to 6 PM WADV-FM outpulls both WWOL and WYSL.

It's a sign that FM radio can pick up an audience when its separate programming is appealing and sufficiently different from AM competition.

BUFFALO COURIER-EXPRESS, Wednesday, May 19, 1965 -

Ch. 4 . . . Radio-station gossip has it that Bill McKibben was "kicked upstairs" into a Taft Broadcasting Co. national-sales co-ordination job because WGR "as an all-talk station talked itself out of the ratings." WADV-FM reportedly topped four AM stations in the latest popularity polls.

LAFAYETTE
RADIO ELECTRONICS

Associate Store Owned and Operated by

PURCHASE RADIO & HI FI CORP.

June 26, 1965

Radio Station W.A.D.V.
126 Pearl St.
Buffalo, New York

Gentlemen:

I just want you to know how pleased we at PURCHASE RADIO are with our programs on W.A.D.V. .

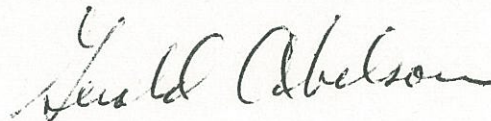
We and our customers feel that the format that you follow is one of quality and good taste. The many comments, letters and sales resulting from our advertising on your station have excited our salespeople to the point that W.A.D.V. is all they talk about.

Of course you know that we are in the quality component stereo business and if I designed, programed and set the sound quality standards myself to best help us sell, I wouldn't do as well as you people are doing for us and all music dealers.

Thanks a Million.

Very truly yours,

PURCHASE RADIO & HI FI CORP.



Gerald Abelson
President

GA:pk

BUFFALO AREA CHAMBER OF COMMERCE • BUFFALO, NEW YORK 14202



July 8, 1965

Mr. Daniel Lesniak, Manager
WADV-FM
126 Pearl Street
Buffalo, New York 14202

Dear Dan:

It's high time I expressed my words of appreciation in written form. The only impediment to such an effort is the scarcity of glowing adjectives to describe the cooperation and assistance received from you and WADV-FM.

The members and staff of the Chamber are greatly pleased with the favorable public reaction generated by the various public information series we have aired over your station. We have received wider and more favorable response to these programs than we have experienced with any similar Chamber project. The enthusiastic public response to our "How's Business?", "America in an Age of Conflict", and "Freedom vs. Communism" programs has been most gratifying.

To be frank, Dan, I was really surprised to learn that so many families in Western New York own FM receivers; but I am not surprised to discover that such a large percentage of them are tuned to WADV.

Congratulations on your fine programming and broadcasting policy. All your friends at the Chamber look forward to a long and happy relationship with the "stereo-sound of the Niagara Frontier".

Kindest personal regards.

Sincerely

Paul A. Willax, Director
Research and Education

PAW:dg

Buffalo's First Stereo Station

106.5
ON THE FM DIAL

WADV-FM

S T E R E O

ADVER-CAST. INC.

126 PEARL STREET BUFFALO 2, NEW YORK
PHONE 856-6082

RATE CARD

One	60 Sec. Announcement	\$15.00
One	30 Sec. Announcement	\$10.00
One	10 Sec. Announcement	\$ 6.00
One	15 Min. Program	\$30.00
One	30 Min. Program	\$50.00
One	60 Min. Program	\$90.00

EARNED DISCOUNTS

7	Announcements per week	10% discount
14	Announcements per week	20% discount
21	Announcements per week	30% discount
28	Announcements per week	40% discount
35	Announcements per week	45% discount
42	Announcements per week	50% discount
7	Programs per week	30% discount
14	Programs per week	50% discount

LENGTH OF COMMERCIAL COPY

1 hour	6:00 minutes plus open and close ID
½ hour	3:00 minutes plus open and close ID
¼ hour	1:30 minutes plus open and close ID

SERVICES RENDERED: Rates include transmitter charges, existing studio facilities and normal services of staff announcer. Charges for talent, orchestra, special continuity, etc., are in addition to rates shown and will be quoted on request.

CONTRACT CONDITIONS: WADV reserves the right to change rates effective on such date as it may announce. Changes which increase rates will not apply to advertisers who are on the air at the time the increase is announced, until 26 weeks after the effective date of any new rate, provided there is no interruption of service. Contracts are subject to cancellation by 14-day advance notice in writing for spot announcements, 28 days for programs. Cancelled contracts are subject to short rates. Schedules must start within 30 days of contract dates. Maximum contract, 52 weeks.

PROGRAM CONTENT: Advertising messages should be presented with courtesy and good taste; all program content and commercial copy is subject to approval of station management. WADV reserves the right to refuse any program for reasons satisfactory to itself.

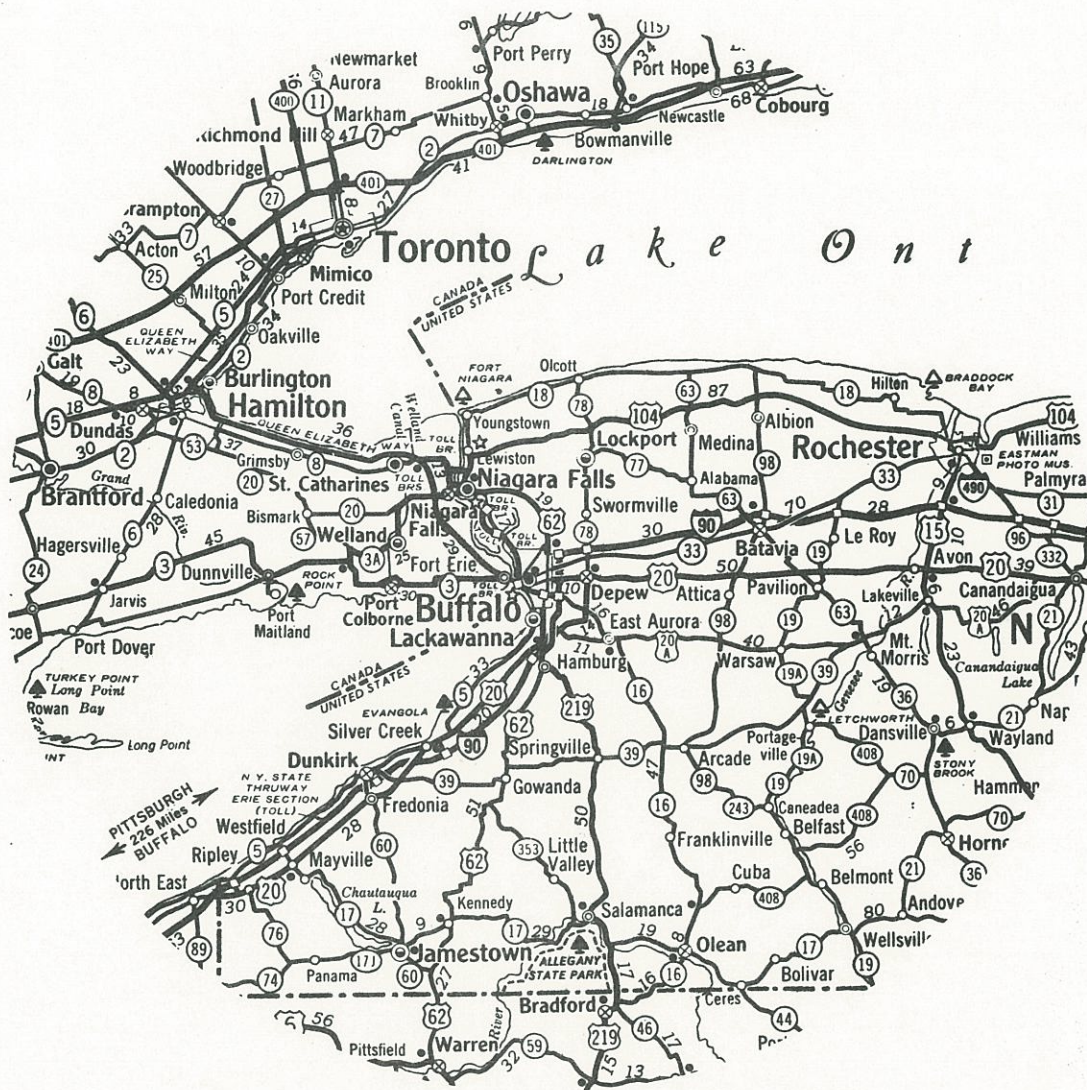
CLOSING TIME: Closing time on all programs and announcements is 48 hours prior to scheduled time of broadcast. Failure on the part of the advertiser to comply relieves WADV of all obligations to adhere to schedule. Talks, programs, continuities, etc., must be submitted for review by Management.

POLITICAL PROGRAMS: Regular commercial rate. Payment must accompany order.

REMOTES: Rates on request.

COMMISSIONS AND DISCOUNTS: 15% Commission to advertising agencies recognized by WADV. No cash discounts. Bills rendered monthly; due and payable the 10th of the month. Announcements cannot be combined with programs to earn a lower discount.

PERSONNEL: Daniel J. Lesniak, President-General Manager Manager.



WADV BEAMS A STRONG AND CLEAR STEREO SIGNAL FOR A RADIUS OF OVER 80 MILES FROM BUFFALO. IN THIS AREA, WHICH COVERS TEN (10) WESTERN NEW YORK COUNTIES AND EIGHT (8) SOUTHERN ONTARIO COUNTIES, LIVE 4,537,914 PEOPLE ACCORDING TO THE 1960 CENSUS.