

WOWO

Fort Wayne, Indiana

PROGRAM LOG

50,000 WATTS AT 1190

WOWO

delivers the 15th U.S. radio market

*more effectively
than any of the top stations deliver
in their top 20 radio markets.*

*But equally important
WOWO also makes it
possible for the advertiser
to sell this market with
utmost economy and efficiency.*



WESTINGHOUSE BROADCASTING COMPANY, INC.

OTHER WESTINGHOUSE STATIONS

RADIO

BOSTON—WBZ + WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
PORTLAND—KEX
CHICAGO—WIND

TELEVISION

BOSTON—WBZ-TV
BALTIMORE—WJZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX



NATIONAL REPRESENTATIVES

AM RADIO SALES CO.

NEW YORK, DETROIT, CHICAGO, LOS ANGELES, SAN FRANCISCO

MORNING

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

4	30	Music Town U.S.A.		Little Red Barn	Little Red Barn	Little Red Barn	Little Red Barn	Little Red Barn
	45	▼		▼	▼	▼	▼	▼
5	00	▼		5-5:05 ● News	●	●	●	●
	15	▼	Little Red Barn	▼		▼	▼	▼
6	30	● Weather	●	●		●	●	●
	45	▼	▼	▼		▼	▼	▼
7	00	Religious	6-6:05 ● News	●		●	●	●
	15	▼	▼	▼		▼	▼	▼
8	30	● Weather	●	●		●	●	●
	45	▼	▼	▼		▼	▼	▼
9	00	7-7:05 ● News	7-7:10 ● News	●	●	●	●	●
	15	Religious	Little Red Barn	Little Red Barn	Little Red Barn	Little Red Barn	Little Red Barn	Little Red Barn
10	30	● Weather	Jack Underwood	Jack Underwood	Jack Underwood	Jack Underwood	Jack Underwood	Jack Underwood
	45	▼	▼	▼	▼	▼	▼	▼
11	00	8-8:05 ● News	8-8:15 ● News	●	●	●	●	●
	15	▼	▼	▼	▼	▼	▼	▼
12	30	● Weather	●	●	●	●	●	●
	45	▼	▼	▼	▼	▼	▼	▼
13	00	9-9:05 ● News	●	●	●	●	●	●
	15	▼	▼	▼	▼	▼	▼	▼
14	30	Jack Underwood	Jack Underwood	Jack Underwood	Jack Underwood	Jack Underwood	Jack Underwood	Jack Underwood
	45	▼	▼	▼	▼	▼	▼	▼
15	00	10-10:05 ● News	●	●	●	●	●	●
	15	▼	▼	▼	▼	▼	▼	▼
16	30	Jack Underwood	Bob Sievers	Bob Sievers	Bob Sievers	Bob Sievers	Bob Sievers	First Fifty
	45	▼	▼	▼	▼	▼	▼	▼
17	00	11-11:05 ● News	●	●	●	●	●	●
	15	▼	▼	▼	▼	▼	▼	▼
18	30	Jack Underwood Show	Bob Sievers	Bob Sievers	Bob Sievers	Bob Sievers	Bob Sievers	First Fifty
	45	▼	▼	▼	▼	▼	▼	▼
19	00	Jack Underwood Show	Bob Sievers	Bob Sievers	Bob Sievers	Bob Sievers	Bob Sievers	First Fifty
	15	▼	▼	▼	▼	▼	▼	▼
20	30	● Weather	●	●	●	●	●	●
	45	▼	▼	▼	▼	▼	▼	▼
21	00	11-11:05 ● News	●	●	●	●	●	●
	15	▼	▼	▼	▼	▼	▼	▼
22	30	Jack Underwood Show	Dinner On The Farm	Dinner On The Farm	Dinner On The Farm	Dinner On The Farm	Dinner On The Farm	Dinner On The Farm
	45	▼	▼	▼	▼	▼	▼	▼



The 15th U.S. radio market

IS the 27 County Area that includes the core of WOWO's total listening audience

AFTERNOON

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

12

1

2

3

4

5

00	12-12:05 ● News Bob Chase	12-12:15 ● News	●	●	●	●	●
15	▼	Jack Underwood	Jack Underwood	Jack Underwood	Jack Underwood	Jack Underwood	One Moment Pls.
30	Weather Bob Chase	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Hilltoppers
45	▼	▼	▼	▼	▼	▼	▼
00	1-1:05 ● News Bob Sievers	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Bob Chase
15	▼	▼	▼	▼	▼	▼	▼
30	Weather Bob Sievers	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Bob Chase
45	▼	▼	▼	▼	▼	▼	▼
00	2-2:05 ● News Don Chevillet	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Bob Chase
15	▼	▼	▼	▼	▼	▼	▼
30	Weather Don Chevillet	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Jack Underwood	● Bob Chase
45	▼	▼	▼	▼	▼	▼	▼
00	3-3:05 ● News Jim Slade	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase
15	▼	▼	▼	▼	▼	▼	▼
30	Weather Jim Slade	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase
45	▼	▼	▼	▼	▼	▼	▼
00	4-4:05 ● News Jim Slade	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase
15	▼	▼	▼	▼	▼	▼	▼
30	Weather Jim Slade	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase
45	▼	▼	▼	▼	▼	▼	▼
00	5-5:05 ● News Jim Slade	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● John Cigna
15	▼	▼	▼	▼	▼	▼	▼
30	Weather Jim Slade	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● Bob Chase	● John Cigna
45	▼	▼	▼	▼	▼	▼	▼



The 15th U.S. radio market

IS a market with

1,240,800	People
383,400	Households
\$ 2,333,530,000	Net effective buying income
\$ 1,510,870,000	Total retail sales
\$ 337,051,000	Food sales
\$ 45,749,000	Drug sales
\$ 281,863,000	Automotive sales
\$ 130,201,000	Gas station sales
\$ 66,075,000	Apparel sales
\$ 61,173,000	Furniture-houseware sales

Source: Sales Management, "Survey of Buying Power, 1961."

EVENING

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

6	00	6-6:10 ● News	●	●	●	●	●	●
	15	John Cigna	Bob Chase	Bob Chase	Bob Chase	Bob Chase	Bob Chase	John Cigna
	30	▼	▼	▼	▼	▼	▼	▼
	45	▼	▼	▼	▼	▼	▼	▼
	00	7-7:05 ● News	7-7:15	7-7:15	7-7:15	7-7:15	7-7:15	7-7:15
7	15	News	News	News	News	News	News	News
	30	● Weather	●	●	●	●	●	●
	45	▼	▼	▼	▼	▼	▼	▼
	00	8-8:05 ● News	●	●	●	●	●	●
	15	John Cigna	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	John Cigna
8	30	● Weather	●	●	●	●	●	●
	45	John Cigna	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Public Service
	00	Spotlight On Schools	Program P.M.	Program P.M.	Program P.M.	Program P.M.	Program P.M.	Program P.M.
	15	▼	▼	▼	▼	▼	▼	▼
	30	● Weather	●	●	●	●	●	●
9	45	Tri-State	Program P.M.	Program P.M.	Program P.M.	Program P.M.	Program P.M.	Program P.M.
	00	College Review	▼	▼	▼	▼	▼	▼
	15	9-9:05 ● News	●	●	●	●	●	●
	30	Adventures In The Arts	Program P.M.	Program P.M.	Program P.M.	Program P.M.	Program P.M.	Program P.M.
	45	▼	▼	▼	▼	▼	▼	▼
10	00	10-10:15 ● News	●	●	●	●	●	●
	15	Pastor's Study	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet
	30	● Weather	●	●	●	●	●	●
	45	Religious	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet
	00	11-11:05 ● News	●	●	●	●	●	●
11	15	Religious	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet
	30	▼	▼	▼	▼	▼	▼	▼
	45	● Weather	●	●	●	●	●	●
	00	Religious	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet	Don Chevillet
	15	12-12:05 ● News	●	●	●	●	●	●
12	30	Signoff	Music Town U.S.A.	Music Town U.S.A.	Music Town U.S.A.	Music Town U.S.A.	Music Town U.S.A.	Don Chevillet
	45	▼	▼	▼	▼	▼	▼	▼
	00	● Weather	●	●	●	●	●	●
	15	Music Town U.S.A.	Music Town U.S.A.	Music Town U.S.A.	Music Town U.S.A.	Music Town U.S.A.	Music Town U.S.A.	Don Chevillet
	30	▼	▼	▼	▼	▼	▼	▼
1	45	1-1:05 ● News	●	●	●	●	●	●
	00	Music Town U.S.A.	Music Town U.S.A.	All Night	Music Town U.S.A.	Music Town U.S.A.	Music Town U.S.A.	



The 15th U.S. Radio Market

IS welded into a cohesive media market as a result of WOWO's audience leadership and tremendous impact in all sections of the 27 County Area.

WOWO

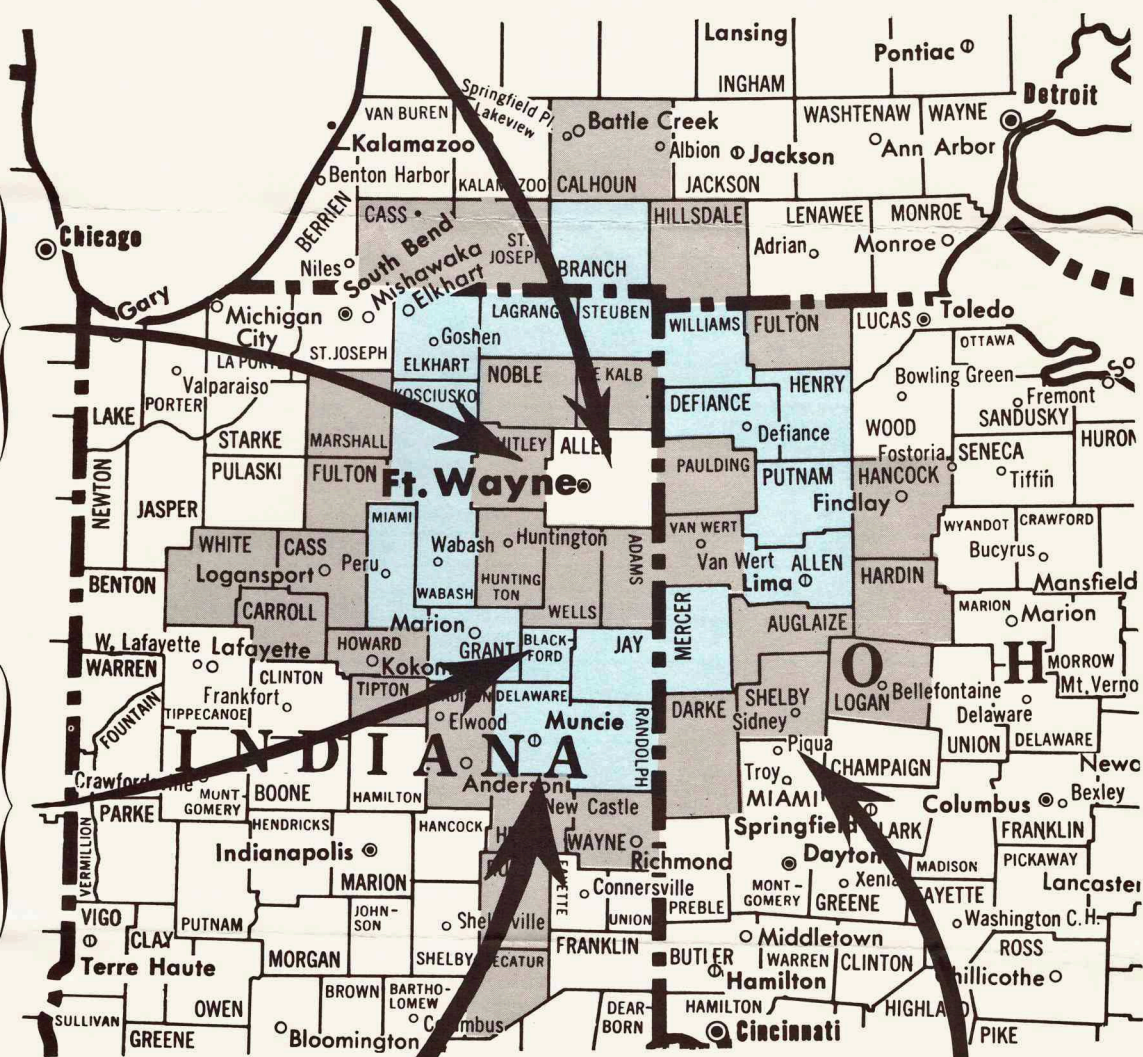
is the 15th U.S. radio market

METRO
AREA
69,700
Radio Homes

COUNTY
INNER RING
62,400
Radio Homes

18 COUNTY
OUTER RING
235,100
Radio Homes

TOTAL
27 COUNTY
367,200
Radio Homes



50 COUNTY
NIELSEN AREA
2,259,700
Population

ANNOUNCEMENT RATES

AA—6:00-9:00 A.M.—Monday thru Saturday.
 A—4:00-6:30 P.M.—Monday thru Friday.
 B—9:00 A.M.—4:00 P.M.—6:30-8:00 P.M.—Monday thru Friday.
 C—9:00 A.M.—8:00 P.M.—Saturday.
 D—6:00 A.M.—8:00 P.M.—Sunday.
 C—8:00 P.M.—10:30 P.M.—Monday thru Sunday.
 D—5:00-6:00 A.M.—10:30-12:00 Mid.—Monday thru Sunday.

6-13-21 WEEKLY PLAN

Announcements Scheduled Within 7 Consecutive Days or Less

Class	Minutes	20 Seconds
Class A	6	28.00
	13	25.00
	21	22.00
	21	17.50
Class B	6	24.00
	13	21.00
	21	18.00
	21	14.50
Class C	6	14.00
	13	12.00
	21	11.00
	21	8.75
Class D	6	10.00
	13	9.00
	21	8.00
	21	6.50

Frequency announcements may combine with weekly 6-13-21 Plan announcements to earn rates but plan announcements may not combine with frequency announcements to earn greater frequency discounts.

Minutes and 20-second announcements may be combined to earn plan rates.

MINUTES

	1X	26X	52X	156X	260X	520X	1000X
AA	35.00	33.25	31.50	29.75	28.00	26.25	24.50
A	30.00	28.50	27.00	25.50	24.00	22.50	21.00
B	28.00	26.75	25.25	24.00	22.50	21.00	19.50
C	15.00	14.25	13.50	12.75	12.00	11.25	10.50
D	11.00	10.50	10.00	9.25	8.75	8.25	7.75

20-SECOND STATION BREAKS

	1X	26X	52X	156X	260X	520X	1000X
AA	28.00	26.50	25.25	23.75	22.50	21.00	19.50
A	24.00	22.75	21.50	20.50	19.25	18.00	16.75
B	22.50	21.50	20.25	19.25	18.00	16.75	15.50
C	12.00	11.50	10.75	10.25	9.50	9.00	8.50
D	8.75	8.25	7.75	7.50	7.00	6.50	6.25

Minutes and 20 second announcements may be combined for frequency.

30 SECONDS

The 20-second applicable rate plus 10%. Announcements subject to pre-emption for minute commercials.

10-SECOND ANNOUNCEMENTS

	AA	A	B	C
6 weekly	12.00	11.25	9.50	5.75
13 weekly	10.50	10.00	8.50	4.75
21 weekly	9.00	8.75	7.25	4.25

Other announcement services are not combinable with 10 seconds.

SPECIAL FEATURES AND SERVICES

WEATHER JINGLE PLAN

Weather announcements scheduled on the half hour rotating between 6:30 A.M. and 9:30 P.M.—15-second WBC jingle—weather forecast and 30-seconds commercial time, Monday through Friday. Minimum ten (10) announcements weekly 150.00. No further discounts.

WEEK END WEATHER JINGLE

Week end weather plan—weather announcements scheduled on the half hour rotating between 6:30 A.M. and 10:30 P.M.—includes 15-second WBC jingle—weather forecast and 30-seconds commercial time, Saturday and Sunday. Minimum ten (10) announcements—150.00 weekly. No further discounts.

TIME SIGNAL PLAN

Time Signal Plan—minimum 12 announcements weekly 6:50 A.M. to 10:50 P.M. Sunday through Saturday rotating, WBC ten-second time jingle, time announcement and 10-second commercial, 105.00 weekly. No further discounts.

CLASS B NEWS PLAN

Five-minute rotating newscast plan—10:00 and 11:00 A.M., 1:00, 2:00 and 3:00 P.M. Monday through Friday—minimum 5 newscasts weekly, 150.00 weekly. 13 consecutive weeks, 135.00 weekly, 26 consecutive weeks or more, 125.00 weekly.

WEEK END NEWS PLAN

Week end—9:00 A.M. through 7:00 P.M. Saturday and Sunday—minimum five newscasts per week—150.00 weekly. No further discounts.

PROGRAM P.M. NEWS PLAN

Class C—8:00, 9:00 P.M.—minimum five per week rotating—100.00 weekly. No further discounts.

MUSICTOWN USA

12:00 Midnight thru 5:00 A.M.—Rotating Basis—Monday thru Saturday.

12 one-minute announcements weekly	36.00
18 one-minute announcements weekly	45.00
24 one-minute announcements weekly	54.00
30 one-minute announcements weekly	60.00

Cannot be combined with other announcements for further discount.

PROGRAM RATES

	1X	26X	52X	104X	260X	520X
Class AA (6:00-9:00 A.M.—Monday thru Saturday)						
5 mins.	45.00	43.00	40.50	38.00	36.00	34.00
10 mins.	60.00	57.00	54.00	51.00	48.00	45.00
15 mins.	70.00	66.50	63.00	59.50	56.00	52.50
30 mins.	122.00	116.00	110.00	104.00	98.00	91.50
Class A (4:00-6:30 P.M.—Monday thru Friday)						
5 mins.	40.00	38.00	36.00	34.00	32.00	30.00
10 mins.	59.00	56.00	53.00	50.00	47.00	44.00
15 mins.	68.00	64.50	61.00	58.00	54.50	51.00
30 mins.	120.00	114.00	108.00	102.00	96.00	90.00

**Class B (9:00 A.M.—4:00 P.M.—6:30-8:00 P.M.—Monday thru Friday)
 (9:00 A.M.—8:00 P.M.—Saturday)
 (6:00 A.M.—8:00 P.M.—Sunday)**

5 mins.	36.00	34.00	32.50	30.50	29.00	27.00
10 mins.	58.00	55.00	52.00	49.50	46.50	43.50
15 mins.	66.00	63.00	59.50	56.00	53.00	49.50
30 mins.	116.00	110.00	104.50	98.50	93.00	87.00

Class C (8:00-10:30 P.M.—Monday thru Sunday)

5 mins.	23.00	22.00	20.50	19.50	18.50	17.50
10 mins.	40.00	38.00	36.00	34.00	32.00	30.00
15 mins.	46.00	43.75	41.50	39.00	37.00	34.50
30 mins.	80.00	76.00	72.00	68.00	64.00	60.00

Class D (5:00-6:00 A.M.—10:30-12:00 Midnight—Monday thru Sunday)

5 mins.	16.00	15.00	14.50	13.50	13.00	12.00
10 mins.	28.00	26.50	25.00	24.00	22.50	21.00
15 mins.	32.00	30.50	29.00	27.00	25.50	24.00
30 mins.	56.00	53.00	50.50	47.50	45.00	42.00

CONTRACT REQUIREMENTS

All program matter and commercial copy are subject to the approval of station management. No periods are sold in bulk for re-sale.

Contracts for all announcements, minute, thirty-seconds and ten-seconds may be accepted up to 30 days in advance of initial broadcast.

Firm contracts for program periods of 13 weeks or more may be accepted up to 60 days in advance of initial broadcast; otherwise, may be accepted up to 30 days.

Current advertisers as of March 6, 1961, will receive rate protection for 26 weeks provided advertising is continuous week to week.

Continuity must be at station three days prior to broadcast date. Material for Sunday and Monday broadcasts must be in no later than 5:00 P.M. Thursday. All programs and announcements are subject to removal without notice for any broadcast which, in our opinion, is in the public interest.

MULTI-BRAND ADVERTISING

Advertisers with Multi-Brands may, when schedules are running concurrently, combine schedules for frequency discount purposes and weekly plans subject to station discount policy provided the combination privilege is requested when each subsequent schedule is ordered.

DISCOUNTS

All contracts with the same advertiser may be combined for determining rate of discount. Tables under "Announcement Rates and Program Rates" show all applicable discounts within one year. Announcements and program periods may not be combined for discount purposes.

Programs: Discounts apply to the total number of broadcasts used within one year and credited as earned.

Announcements: Discounts are allowed on the total number of announcements used within one year and credited as earned (plans excepted).

Frequency announcements may combine with weekly 6-13-21 Plan announcements to earn plan rates but plan announcements may not combine with frequency announcements to earn greater frequency discounts.

CONTINUING DISCOUNT POLICY

Announcements:

After the first contractual year an advertiser may continue his schedule into a second year based on the accrued weekly discount earned at the cross over date, providing the schedule is continued without interruption. To continue to earn continuing discounts, consecutive weekly schedules must be maintained.

In the event an advertiser interrupts his schedule during the second or succeeding contract year, any subsequent schedule within that year will receive the weekly discount applicable to the actual number of weeks run in that contract year.

Programs:

After the first year an advertiser may continue his schedule into the second year at the frequency discount applicable to a 52 week projection of the schedule in force at the cross over date, providing this discount is no greater than the discount earned in the first year, in which case the earned discount would apply. In the event an advertiser reduces his schedule during a second or succeeding contract year, the reduced schedule would receive the frequency discount applicable to a 52-week projection of the schedule.

In the event an advertiser interrupts his schedule during a second or succeeding year, any subsequent schedule within that year receives the frequency discount applicable to the actual number programs run during that year.

GENERAL INFORMATION

1. LENGTH OF COMMERCIAL COPY:

Total Length of Broadcast	
5 MINUTES	1:15
10 MINUTES	2:10
15 MINUTES	3:00
30 MINUTES	4:15
60 MINUTES	7:00

ANNOUNCEMENTS—1 minute: 60 seconds transcribed; 150 words, live. Station breaks: 20 seconds or less transcribed; 50 words or less, live. 10 seconds transcribed; 25 words.

2. NEWS SERVICE: UPI. (News service charges 15% net of earned frequency discount rate, per program.)

3. MUSIC CLEARANCE: BMI, ASCAP and SESAC licenses. Time rates include music copyright fees on locally originated programs only.

4. TALENT: Program formats and talent quotations will be submitted on request.

5. INSTANTANEOUS REFERENCE RECORDINGS: Requests for air checks will be honored without charge. Others available at \$5.00 for each program, 15 minutes or less, and at \$10.00 for each 30-minute program.

6. REMOTE CONTROL: Programs originating outside of the studio are subject to special charges, given on request.

7. FOREIGN LANGUAGE BROADCASTS: Not acceptable.

8. PRODUCT AND COPY ACCEPTANCE: All products and/or services and the advertising continuity thereof are subject to Westinghouse Broadcasting Company, Inc. acceptance before broadcast. No hard liquor advertising. Beer and light wine advertising acceptable, subject to local, state and federal regulations.

9. POLITICAL: Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act and with the Federal Communications Commission Rules and Regulations appertaining to political broadcasting and to all other pertinent statutes, rules and regulations, both Federal and State.

10. TERMS AND COMMISSION: Commissions to recognized advertising agencies on net charges for station time, 15%. No cash discount. Program talent and service charges commissionable upon agency requests. Bills due and payable when rendered. Without prior credit approval, cash in advance required.

11. This rate card is published for the convenient references of advertisers and agencies and is not to be considered as an offer of facilities.