

The original documents are located in Box 5, folder “Black Vote in 1972 - Campaign Plan (6)” of the Stanley Scott Papers at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Bettye L. Scott donated to the United States of America her copyrights in all of her husband's unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

Determined to be Administrative Marking

Date 5/30/01 By W HM

December 10, 1971

CONFIDENTIAL

MEMORANDUM FOR: HERBERT G. KLEIN
BOB MARIK

FROM: STAN SCOTT *SS*

RE: MINORITY MEDIA ADVERTISING: A KEY
IN '72 CAMPAIGN TO GAIN BLACK VOTE

This black media advertising proposal is intended as an outline of the general approach I would recommend in pursuing what I consider to be a realistic goal of doubling in 1972 the number of black votes received by the Republican Party in 1968.

The minority media, in my view, is the key in gaining a minimum of 24% of the black vote in 1972. Research clearly shows that minority-related Presidential initiatives, no matter how important, fail in terms of desired impact unless those initiatives are articulated and disseminated to the minority community through the minority media. Some of the major communications machinery presently available in reaching the 7-million potential black voters include 173 black newspapers, with a combined circulation of 3,589,103 and a total readership of about 8-million, and some 500 radio stations that direct all or portions of their programming to black audiences.

CONFIDENTIAL



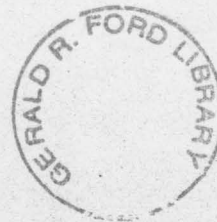
~~CONFIDENTIAL~~

Another specific communications thrust we should direct to the minority community includes brochures of facts and figures spelling out Presidential initiatives. Example: two black men of General military rank when President Nixon assumed office....there are now six Generals and one black Admiral, the first in history; President Nixon's appointment of first black to U.S. Military Court of Appeals; first time ever that seven black Ambassadors have served under a President; aid to black colleges; aid to minority business enterprise; aid to black banks, etc. In addition to the list of positive facts and figures, the brochures would include photos of the President meeting with top black leaders and black Presidential appointees at the White House.

Once the brochure is finalized, an edited version would be used in leaflets and posters which would be distributed in the black community.

In view of the fact that nearly half the nation's black population is now concentrated in 50 cities, and a third of the total is in 15 cities, it seems to me that maximum advertising effort should be centered in those 50 cities with the largest number of

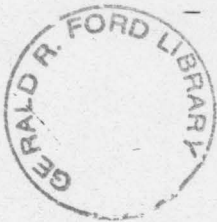
~~CONFIDENTIAL~~



~~CONFIDENTIAL~~

Negroes, and use of remaining resources in the other areas.

BROCHURE-- We should immediately contract an advertising agency to produce an attractive brochure highlighting progress in civil rights and related social programs by President Nixon. The brochure, complete with photographs, would include the aforementioned Administration civil rights initiatives (attachment). The brochure also would include previously unlisted initiatives now in preparation, and would be updated as necessary throughout the campaign. The brochure would be mailed nation-wide to our in-house list of supporters, potential supporters, black civic and social organizations, and would be distributed by black appointed officials in appearances before black convention groups next year.



Zebra Associates, Inc., a black marketing and advertising agency based in New York, has presented to our office the below listed scale showing the cost of a 24-page brochure and a 20-page brochure. Zebra has been a recipient of

~~CONFIDENTIAL~~

~~CONFIDENTIAL~~

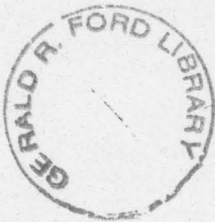
16 Pages Plus 4-Page Cover (or 20-pages total)

Copies--	10,000	20,000	50,000	100,000	150,000
Cost---	\$ 9,200	12,150	16,850	24,850	32,100

20 Pages Plus 4-Page Cover (or 24- page total)

Copies--	10,000	20,000	50,000	100,000	150,000
Cost---	\$10,100	13,970	18,550	28,200	37,000

Note: The brochures would have a cover made of heavier stock than the enclosed pages. The book would have saddle stitch binding and the stock would be coated on both sides-(80 lbs. coated). The cover page would have a four color process art, and the book would have from 30 to 40 4 X 5" black and white half-tones. The cover itself would be on a heavier stock separated from the inside of the book. (This is usually more attractive and impressive.)



The above cost is for a brochure size of 9 X 12". We could make the book size 8 1/2 X 11" and save approximately 10% on the prices quoted above.

This brochure should be ready for dissemination no later than February 1, 1972.

APPROVE _____ DISAPPROVE _____ COMMENT _____

~~CONFIDENTIAL~~

~~CONFIDENTIAL~~

BLACK-ORIENTED RADIO STATIONS--Attached is the proposed radio stations we should use in reaching the 50 most populated black areas of the country. I think it is essential to saturate these 50 markets, with remaining resources elsewhere.

The attached radio campaign cost summary is based on a 12-week run, using one spot announcement per day on the stations in the top 50 market. The cost is also listed for two announcements per day and three spot announcements each day. The time slots selected for this radio campaign should be the time period with the highest listenership. The 12-week radio advertising campaign could be utilized on a staggered basis leading up to the election or on a 12-week sustained run in the final three months of the campaign. The radio announcements would be recorded by professionals as well as a cross-section of top black leaders in the country.

COST SUMMARY RADIO ADVERTISING IN NATION'S
50 TOP MINORITY MARKETS

<u>WEEKLY COST</u>		<u>12 WEEK COST</u>
1 PER DAY	\$13,455.40	\$161,464.80
2 PER DAY	\$25,289.10	\$303,469.20
3 PER DAY	\$36,572.95	\$438,875.40

~~CONFIDENTIAL~~



~~CONFIDENTIAL~~

MEDIA RATIONALE FOR BLACK RADIO CAMPAIGN

1. The black vote could be crucial in the 1972 Presidential election.
2. Objective is to find a combination of radio stations that will cover the target market and provide both reach and frequency.
3. Stations were examined for rank and number of adults in specific time periods throughout the day. Cost efficiency.
4. The combination of stations presented in this plan provide the top stations for the Presidential campaign's target audience. Varied programming. Attentive leadership. High reach and efficiency.

CONCLUSION-- It would seem that with the proper dollar appropriation for this Presidential campaign in black radio, the stations recommended here will most certainly work together to get the desired message of our choice to the black community.

BLACK NEWSPAPERS -- While there are presently 173 black

-- publications and three major magazines - Ebony-Jet-Tuesday - our newspaper advertising should concentrate on the 40 to 50 papers in the 50 cities where most of the black population is located. Our office should continue its scheduled meetings with black publishers to strengthen Administration relations with this segment of the media.



~~CONFIDENTIAL~~

~~CONFIDENTIAL~~

The schedule should include those cities where most of the black population is concentrated. While most of the minority publishers are using our releases and photographs, we must encourage them to continue to use our material with a clear understanding that their publications would not be overlooked when the '72 campaign advertisement gets underway.

In view of the fact that a majority of the black publishers and editors are Democrats, we should personally approach the 40 or 50 papers in the target vote areas and reach a private understanding that we will give them display advertising with the clear understanding that they will run our releases and photos on a free basis. - We would, of course, be monitoring all of their publications to ascertain that the agreement is being upheld. This is the successful arrangement made by the Eisenhower campaigners in 1956. These publishers would be paid on the installment plan to solidify our agreement. The releases to be sent to their publications with the advertising would, of course, be favorable to Presidential initiatives.



~~CONFIDENTIAL~~

CONFIDENTIAL

- 8 -

COST ESTIMATE: In terms of beaming our message through the
40 or 50 black publications, I would strongly
recommend a budget of at least \$ 350,000,
with remaining resources going to some of
the fringe black publications.

ESIMATED OVERALL COST OF MINORITY MEDIA ADVERTISING
CAMPAIGN

BROCHURE----- \$ 37,000----- 150,000 copies (Would need
300,000 for desired impact)

RADIO ----- \$438,875.40 ----- three spot announcements per
day in a 12-week radio campaign
in the top 50 black population
markets.

NEWSPAPERS----- \$350,000----- Display ads, photos and
news releases in the 50 top
newspapers and magazines,
with remaining resources to
other black papers.

\$825,875.40

APPROVE _____ DISAPPROVE _____ COMMENT _____

CONFIDENTIAL



~~CONFIDENTIAL~~

PERSONNEL RECOMMENDATION

1. We should immediately hire a communications assistant to work at the Citizens Committee to assist in a variety of areas that should be in the works by the first of the year. These vital areas will include assistance in the coordination of a fund-raising dinner (minimum of \$100,000 for the re-election of the President) sponsored by top black appointed officials, dissemination nationally of a newsletter to minority publications.
2. The additional personnel would afford us the advantage of accomplishing now through the 173 minority publications what we will pay for later in campaign advertisement.
3. This additional help would provide me the opportunity to give part-time assistance to the Citizens Committee in launching our national communications effort, and would afford me the opportunity to help other Federal Departments and Agencies gain more mileage in their minority media communications programming.
4. I am convinced that the additional personnel would be more than worth

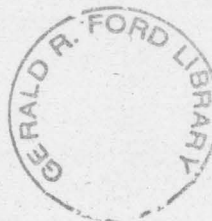
~~CONFIDENTIAL~~



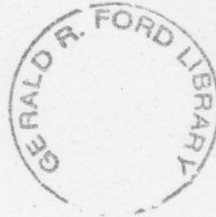
~~CONFIDENTIAL~~

the cost of immediately placing a communications man
to work with the minority media at the Citizens Committee.

APPROVE _____ DISAPPROVE _____ COMMENT _____



~~CONFIDENTIAL~~



One-Third of Blacks Found in 15 Cities

By JACK ROSENTHAL

Special to The New York Times

WASHINGTON, May 18

— Nearly half the nation's black population is now concentrated in 50 cities, and a third of the total is in 15 cities

blacks of all cities occurred in Washington and Compton, Calif., with about 71 per cent. Eat St. Louis, Ill., Newark, Gary, Ind., and Atlanta also have more than 50 per cent black populations.

Blacks in Cities

Special to The New York Times

WASHINGTON, May 18—Following is a Census Bureau list of the 50 cities with the largest number of Negroes in the 1970

TO: Mr. Stanley Scott
Assistant Director
For Information Executive Branch
The White House
Washington, D. C.

PROPOSAL

FOR PRESIDENTIAL

CAMPAIGN



FROM: M. H. Media, Inc.
485 Madison Avenue
New York, N. Y. 10022
(212) 935-9655

FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

TO:

Market: NEW YORK CITY

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>TOTAL</u>
WWRL	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$70.00	7	1 per day	\$490.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	55.00	14	2 per day	770.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	54.00	21	3 per day	1,134.00
WLIB-AM	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$43.00	7	1 per day	\$301.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	43.00	14	2 per day	602.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	43.00	21	3 per day	903.00
WLIB-FM	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$25.00	7	1 per day	\$175.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	25.00	14	2 per day	350.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	25.00	21	3 per day	525.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

TO:

Market: NEWARK, N. J.

Sched. Dates _____

No. of Weeks _____

Budget _____

935-9655

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>TOTAL</u>
WNJR	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$36.00	7	1 per day	\$252.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	34.00	14	2 per day	476.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	32.00	21	3 per day	672.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: CHICAGO, ILLINOIS

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WGRT	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$42.00	7	1 per day	\$294.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	40.00	14	2 per day	560.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8PM	40.00	21	3 per day	840.00
WVON	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$64.00	7	1 per day	\$448.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	61.00	14	2 per day	854.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	61.00	21	3 per day	1,281.00
WMPP	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$18.00	7	1 per day	\$126.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	18.00	14	2 per day	252.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM-8 PM	17.00	21	3 per day	357.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

935-9655

TO:

Market: PHILADELPHIA, PA.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WDAS -AM	Mon-Sun	60'	6 AM-10 AM 3 PM - 8 PM	\$60.00	7	1 per day	\$420.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	58.00	14	2 per day	812.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	56.00	21	3 per day	1,176.00
WDAS-FM	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$24.00	7	1 per day	\$168.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	23.00	14	2 per day	322.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	22.00	21	3 per day	462.00
WHAT	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$28.00	7	1 per day	\$196.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	24.00	14	2 per day	336.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	18.00	21	3 per day	378.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

935-9655

TO:

WASHINGTON, D.C.

Market: _____

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WOL	Mon-Sun	60 ^t	6 Am - 10 Am 3 PM - 8 PM	\$57.00	7	1 per day	\$399.00
	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	53.00	14	2 per day	742.00
	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	50.00	21	3 per day	1,050.00
WOOK	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	\$30.00	7	1 per day	\$210.00
	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	28.00	14	2 per day	392.00
	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	26.00	21	3 per day	546.00
WUST	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	\$42.00	7	1 per day	\$294.00
	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	40.00	14	2 per day	560.00
	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	38.00	21	3 per day	798.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: DETROIT, MICH.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WCHD-FM	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$13.00	7	1 per day	\$91.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	13.00	14	2 per day	182.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	13.00	21	3 per day	273.00
WCHB-AM	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$45.00	7	1 per day	\$315.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	38.00	14	2 per day	532.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	38.00	21	3 per day	798.00
WJLB	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$48.00	7	1 per day	\$336.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	45.00	14	2 per day	630.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	45.00	21.00	3 per day	945.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

935-9655

TO:

Market: LOS ANGELES, CAL

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
KGFJ	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$68.00	7	1 per day	\$476.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	68.00	14	2 per day	952.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	68.00	21	3 per day	1,428.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

935-9655

TO:

Market: BALTIMORE, M. D.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WEEB	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$30.00	7	1 per day	\$210.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	25.00	14	2 per day	350.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	25.00	21	3 per day	525.00
WWIN	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$20.00	7	1 per day	\$140.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	20.00	14	2 per day	280.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	19.00	21	3 per day	399.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: St. Louis, Mo.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
KATZ	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$29.00	7	1 per day	\$203.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	29.00	14	2 per day	406.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	29.00	21	3 per day	609.00
KWK	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$36.00	7	1 per day	\$252.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	32.00	14	2 per day	448.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	32.00	21	3 per day	672.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: HOUSTON, TEXAS

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
KCOH	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$26.00	7	1 per day	\$182.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	24.00	14	2 per day	336.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	22.00	21	3 per day	441.00
KYOK	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$37.00	7	1 per day	\$259.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	36.00	14	2 per day	504.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	34.00	21	3 per day	717.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: NEW ORLEANS, LA.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WBOK	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$25.00	7	1 per day	\$175.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	23.00	14	2 per day	322.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	22.00	21	3 per day	462.00
WYLD	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$25.00	7	1 per day	\$175.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	25.00	14	2 per day	350.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	25.00	21	3 per day	525.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

TO:

935-9655

Market: CLEVELAND, OHIO

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WABQ	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$30.00	7	1 per day	\$210.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	30.00	14	2 per day	420.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	30.00	21	3 per day	630.00
WJMO	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$40.00	7	1 per day	\$ 280.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	35.00	14	2 per day	490.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	28.00	21	3 per day	588.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

TO:

935-9655

Market: ATLANTA, GA.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WAOK	Mon-Sun.	60'	6 AM - 10 AM 3 PM - 8 PM	\$18.00	7	1 per day	\$126.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	17.00	14	2 per day	238.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	16.00	21	3 per day	336.00
WERD	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$31.00	7	1 per day	\$217.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	26.00	14	2 per day	364.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	18.00	21	3 per day	378.00
WIGO	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$22.00	7	1 per day	\$154.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	20.00	14	2 per day	280.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	18.00	21	3 per day	378.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: SAN FRANCISCO, CA.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
KEST	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$25.00	7	1 per day	\$175.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	25.00	14	2 per day	350.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	25.00	21	3 per day	525.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: MEMPHIS, TENN.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WDIA	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$35.00	7	1 per day	\$245.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	34.00	14	2 per day	476.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	32.00	21	3 per day	672.00
WLOK	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$17.00	7	1 per day	\$119.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	17.00	14	2 per day	238.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	16.00	21	3 per day	336.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

935-9655

TO:

Market: BIRMINGHAM, ALA.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WEEN	Mon-Sun	60'	6 AM - 10 AM 3 PM-8 PM	\$15.00	7	1 per day	\$105.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM- 8 PM	15.00	14	2 per day	210.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	15.00	21	3 per day	315.00
WJLD	Mon- Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$18.00	7	1 per day	126.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	16.00	14	2 per day	224.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	15.00	21	3 per day	315.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

935-9655

TO:

Market: FORT WORTH, TEXA

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
KNOK + KNOK-FM	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$22.00	7	1 per day	\$154.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	22.00	14	2 per day	308.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	22.00	21	3 per day	462.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: PITTSBURG, PA.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WAMO	Mon-Sun	60'	6 AM-10 AM 3 PM - 8 PM	\$24.00	7	1 per day	\$168.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	23.00	14	2 per day	322.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	23.00	21	3 per day	483.00
WAMO-FM							
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$10.00	7	1 per day	\$70.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	10.00	14	2 per day	140.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	10.00	21	3 per day	210.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: MIAMI, FLA.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WMBM	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$30.00	7	1 per day	\$210.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	27.00	14	2 per day	378.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	27.00	21	3 per day	567.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: NORFOLK, VA.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WRAP	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$24.00	7	1 per day	\$168.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	23.00	14	2 per day	322.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	22.00	21	3 per day	462.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

TO:

935-9655

Market: CINCINNATI, OHIO

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WCIN	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$26.00	7	1 per day	\$182.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	26.00	14	2 per day	364.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 Pm	26.00	21	3 per day	546.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

TO:

935-9655

Market: KANSAS CITY, MO.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
KPRS	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$20.00	7	1 per day	\$140.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	20.00	14	2 per day	280.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	19.00	21	3 per day	399.00
KWKI	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$22.00	7	1 per day	\$154.00
	mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	21.00	14	2 per day	294.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	20.00	21	3 per day	420.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: MOBILE, ALABAMA

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>TOTAL</u>
WGLK	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$11.00	7	1 per day	\$77.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	11.00	14	2 per day	144.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	11.00	21	3 per day	231.00
WMOO	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$12.00	7	1 per day	\$84.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	12.00	14	2 per day	168.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	12.00	21	3 per day	252.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

INDIANAPOLIS,
Market: INDIANA

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WTLC	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$25.00	7	1 per day	\$175.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	24.00	14	2 per day	336.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	21.00	21	3 per day	441.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

935-9655

TO:

Market: RICHMOND, VIRGINIA

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WANT	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$18.00	7	1 per day	\$126.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	17.00	14	2 per day	238.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	16.00	21	3 per day	336.00
WENZ	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	20.00	7	1 per day	\$140.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	19.00	14	2 per day	226.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	18.00	21	3 per day	378.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

935-9655

TO:

GREENBORO
Market: NORTH CAROLINA

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>TOTAL</u>
WEAL	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$10.00	7	1 per day	\$70.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	10.00	14	2 per day	140.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	10.00	21	3 per day	210.00
WMDE (FM)	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$ 8.00	7	1 per day	\$56.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	7.25	14	2 per day	101.50
	Mon-Sun	60'	6 AM-10 AM	7.25	21	3 per day	152.25



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

TO:

935-9655

Market: WINSTON SALEM, N.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>TOTAL</u>
WAAA	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$12.00	7	1 per day	\$84.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	11.50	14	2 per day	161.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	11.00	21	3 per day	231.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: JACKSONVILLE, FL

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>TOTAL</u>
WOBS	Mon-Sun	60'	6 AM-10 AM 3 PM- 8 PM	\$18.00	7	1 per day	\$126.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	18.00	14	2 per day	252.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	18.00	21	3 per day	378.00
WRHC	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$4.00	7	1 per day	\$28.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	4.00	14	2 per day	56.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	4.00	21	3 per day	84.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

SHREVEPORT,
Market: LOUISIANA

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
KOKA	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$17.00	7	1 per day	\$119.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	17.00	14	2 per day	238.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	17.00	21	3 per day	357.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

TO:

935-9655

CHARLESTON,
Market: SOUTH CAROLINA

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WPAL	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$11.00	7	1 per day	\$77.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	10.00	14	2 per day	140.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	9.50	21	3 per day	199.50



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

935-9655

TO:

TAMPA/ST
Market: PETERSBURG, FLA

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WTMP	Mon-Sun	60'	6 AM-10 AM 3 PM- 8 PM	\$17.00	7	1 per day	\$119.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	15.00	14	2 per day	210.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	14.00	21	3 per day	294.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: JACKSON, Miss.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WOKJ	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$25.00	7	1 per day	\$175.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	25.00	14	2 per day	350.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	25.00	21	3 per day	525.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: BUFFALO, N.Y.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WBLIK-FM	Mon-Sun	60'	6 AM-10 AM 3 PM - 8 PM	\$12.00	7	1 per day	\$84.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	12.00	14	2 per day	168.00
	Mon-Sun	60'	6 AM-10 AM 3 Pm - 8 PM	12.00	21	3 per day	252.00
WUFO	Mon-Sun	60'	6 AM- 10 AM 3 PM - 8 PM	\$20.00	7	1 per day	\$140.00
	Mon-Sun	60'	6 AM-10 AM 3 PM- 8 PM	19.00	14	2 per day	266.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	19.00	21	3 per day	399.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

TO:

935-9655

NASHVILLE, Tenn.

Market:

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WVOL	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$17.20	7	1 per day	\$120.40
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	17.20	14	2 per day	240.80
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	17.20	21	3 per day	361.20



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: LOUISVILLE, KY.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WLOU	Mon-Sun	60'	6 AM-10 AM 3 PM- 8 PM	\$15.20	7	1 per day	\$106.40
	Mon-Sun	60'	6 AM-10 AM 3 PM- 8 PM	15.20	14	2 per day	212.80
	Mon-Sun	60'	6 AM-10 AM 3 PM - 8 PM	15.20	21	3 per day	319.20



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

TO:

935-9655

Market: COLUMBUS, OHIO

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WV KO	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	\$14.00	7	1 per day	\$ 98.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	14.00	14	2 per day	196.00
	Mon-Sun	60'	6 AM-10 AM 3 PM - 8 PM	14.00	21	3 per day	294.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO: _____

Market: BOSTON, MASS.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WILD	Mon-Sun	60'	6 AM-10 AM 3 PM- 8 PM	\$20.00	7	1 per day	\$140.00
	Mon-Sun	60'	6 AM-10 AM 3 PM-8 PM	19.00	14	2 per day	266.00
	Mon-Sun	60'	6 AM-10 AM 3 PM - 8 PM	19.00	21	3 per day	399.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

TO:

935-9655

Market: CHARLOTTE, N.C.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WGIV	Mon-Sun	60'	6 AM-10 AM 3 PM- 8 PM	\$18.00	7	1 per day	\$126.00
	Mon-Sun	60'	6 AM- 10 AM 3 PM - 8 PM	18.00	14	2 per day	252.00
	Mon-Sun	60'	6 AM-10 AM 3 PM - 8 PM	18.00	21	3 per day	378.00
WRPL	Mon-Sun	60'	6 AM-10 AM 3 PM - 8 PM	\$6.00	7	1 per day	\$42.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	6.00	14	2 per day	84.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	6.00	21	3 per day	126.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

TO:

935-9655

Market: COLUMBIA, S. C.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WOIC	Mon-Sun	60'	6 AM - 10 AM 3 PM- 8 PM	\$17.00	7	1 per day	\$119.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM- 8 PM	15.00	14	2 per day	210.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	14.00	21	3 per day	294.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

935-9655

TO:

Market: BATON ROUGE, LA

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WXOK	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	\$15.00	7	1 per day	\$105.00
	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	15.00	14	2 per day	210.00
	Mon-Sun	60 ^t	6 AM - 10 AM 3 PM - 8 PM	14.00	21	3 per day	294.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

TO:

Market: MLWAUKEE, WISC.

Sched. Dates _____

No. of Weeks _____

Budget _____

935-9655

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WNOV(1/2)	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$18.00	7	1 per day	\$126.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	17.50	14	2 per day	245.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	17.50	21	3 per day	367.50



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

TO:

935-9655

Market: DAYTON, OHIO

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WDAO-FM	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$22.00	7	1 per day	\$154.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	20.00	14	2 per day	280.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	18.00	21	3 per day	378.00
WONE (1/2)	Mon-Sun	60'	6 AM - 10 AM 3 Pm - 8 PM	\$50.00	7	1 per day	\$350.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	48.00	14	2 per day	672.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	45.00	21	3 per day	945.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

TO:

935-9655

Market: SAVANNAH, GA.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
VSOK	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$11.50	7	1 per day	\$ 80.50
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	10.00	14	2 per day	140.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	9.50	21	3 per day	199.50



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: MONTGOMERY, ALA.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WAPX	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$12.00	7	1 per day	\$84.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	12.00	14	2 per day	168.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	11.00	21	3 per day	231.00
WRMA	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$15.00	7	1 per day	\$105.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	15.00	14	2 per day	210.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	15.00	21	3 per day	315.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N. Y. 10022

TO:

935-9655

HOLLYWOOD 7

Market: FT. LAUDERDALE, F

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WRBD (Pompano Beach)	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$15.00	7	1 per day	\$105.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	14.00	14	2 per day	196.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	14.00	21	3 per day	294.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

TO:

935-9655

Market: AUGUSTA, GA.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WRDW	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$16.00	7	1 per day	\$112.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	15.00	14	2 per day	210.00
	Mon-Sun	60'	6 Am - 10 AM 3 PM - 8 PM	14.00	21	3 per day	294.00
WTHB	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$4.00	7	1 per day	\$28.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	4.00	14	2 per day	56.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	4.00	21	3 per day	84.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

BEAUMONT /
Market: ST. ARTHUR, TEX.

Sched. Dates

No. of Weeks

Budget

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
KJET	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$14.00	7	1 per day	\$98.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	14.00	14	2 per day	196.00
	Mon-Sun	60'	6 AM - 10 AM 3 Pm - 8 PM	14.00	21	3 per day	294.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

935-9655

TO:

Market: COLUMBUS, GA.

Sched. Dates _____

No. of Weeks _____

Budget _____

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WOKS	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$12.00	7	1 per day	\$84.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	12.00	14	2 per day	168.00
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	12.00	21	3 per day	252.00



FROM:
M. H. MEDIA, INC.
485 Madison Avenue
New York, N.Y. 10022

TO:

Market: MACON, GA.

Sched. Dates _____

No. of Weeks _____

Budget _____

935-9655

PRODUCT:

RADIO

<u>Station</u>	<u>Day</u>	<u>Lgth</u>	<u>Time Period</u>	<u>Cost</u>	<u># Spots</u>		<u>Total</u>
WIBB	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	\$12.30	7	1 per day	\$ 86.10
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	12.30	14	2 per day	172.20
	Mon-Sun	60'	6 AM - 10 AM 3 PM - 8 PM	12.30	21	3 per day	258.30



COST SUMMARY

	<u>Weekly Cost</u>	<u>12 Week Cost</u>
1 per day	13,455.40	161,464.80
2 per day	25,289.10	303,469.20
3 per day	36,572.95	438,875.40

