

WCVR North Country

1320 AM • Stereo 102 FM

Greg Price
General Manager

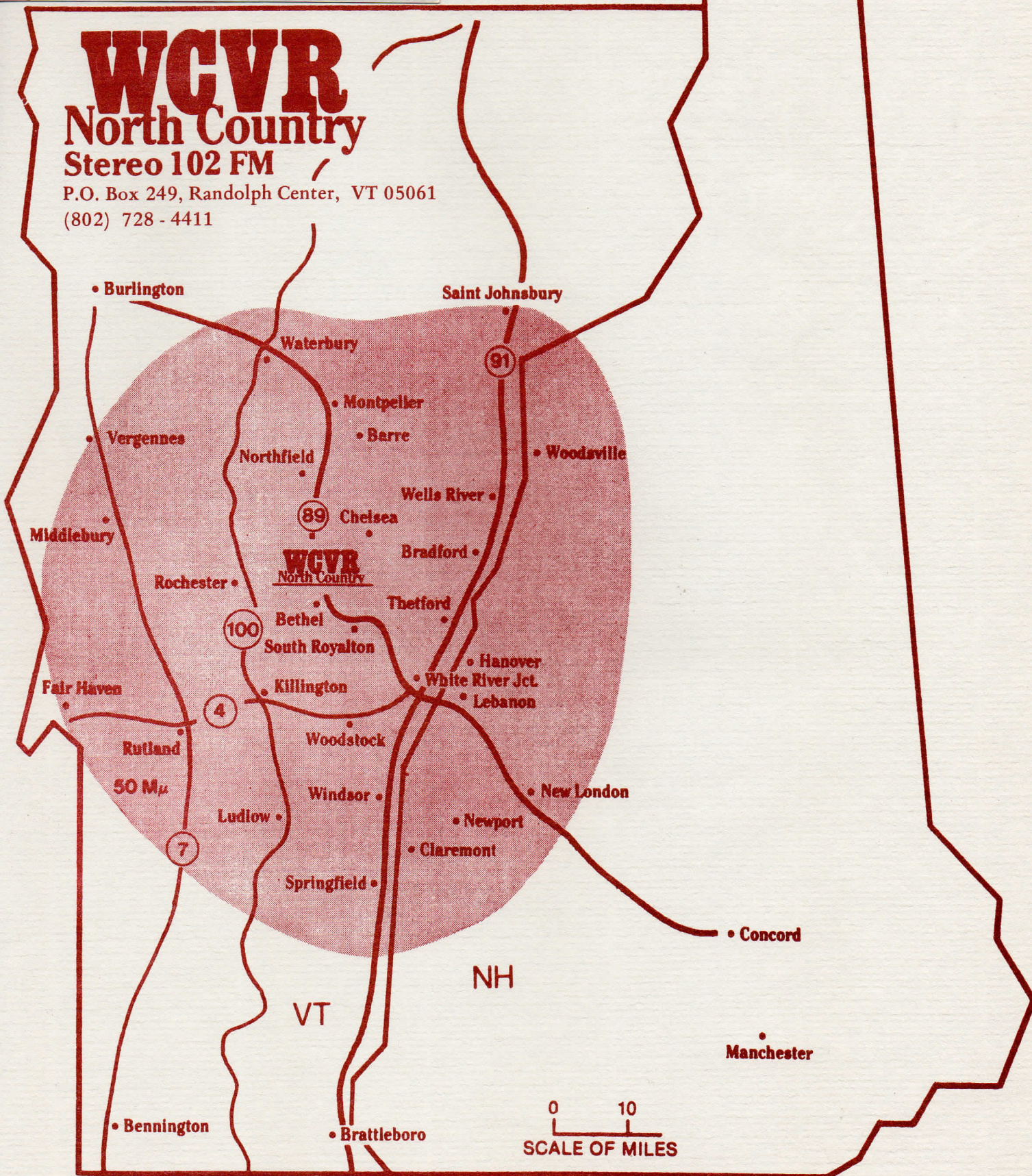
P.O. Box 249, Randolph Center, VT 05061

(802) 728-4411

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Research

PROGRAMMING PHILOSOPHY

Since 1975, radical changes have occurred in the Country Music industry. Gone are the days of the guitar playing cowboy. Today's Country Music is sophisticated. Country Music artists have skyrocketed to fame in the world of contemporary music. Artists like Eddie Rabbitt, Dolly Parton, Willie Nelson, Alabama, Sylvia, The Oak Ridge Boys, Barbara Mandrell, and hundreds of other stars.

WCVR's programming philosophy is quite simple. We will play the Contemporary Country Music from yesterday and today. This concept in music programming will develop an extremely loyal and very active audience. Our format is aimed directly at the 25 to 49 year old age group, where net disposable income is the highest.

Information is essential to our audience. Every hour on the hour, 24 hours a day, we will broadcast World and National News from the Associated Press Radio Network, direct by satellite to WCVR. Following National News in the important Drive Time hours, WCVR will present local news from Vermont and New Hampshire. Weathercasts and updates will be broadcast three times an hour, with special reports as needed during times of inclement weather. Other special programs include "Sportsline" from the Associated Press and the Music Country Network.

All in all, WCVR will endeavor to supply our listeners with everything they need from their favorite radio station. And we'll do it with a team of professional announcers who recognize the one-to-one relationship they have with their audience.

NorthCountry 102

WCVR-FM

Bulk Rates

May 15, 1985

Thirty Second Announcements

Times	Best Times	Run of Station	24 Hours
125	9.00	6.70	----
250	8.50	6.30	----
500	8.00	6.00	4.00
750	7.50	5.60	3.70
1000	7.00	5.20	3.50
1250	6.50	4.90	3.30

Sixty Second Announcements

Times	Best Times	Run of Station	24 Hours
125	11.20	8.40	----
250	10.50	7.80	----
500	9.90	7.40	4.90
750	9.30	6.90	4.60
1000	8.70	6.50	4.30
1250	8.20	6.10	4.10

All rates are Net to Station. Ask your rep for information about other rates, discounts, and supplements. Terms: Cash or established credit.

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