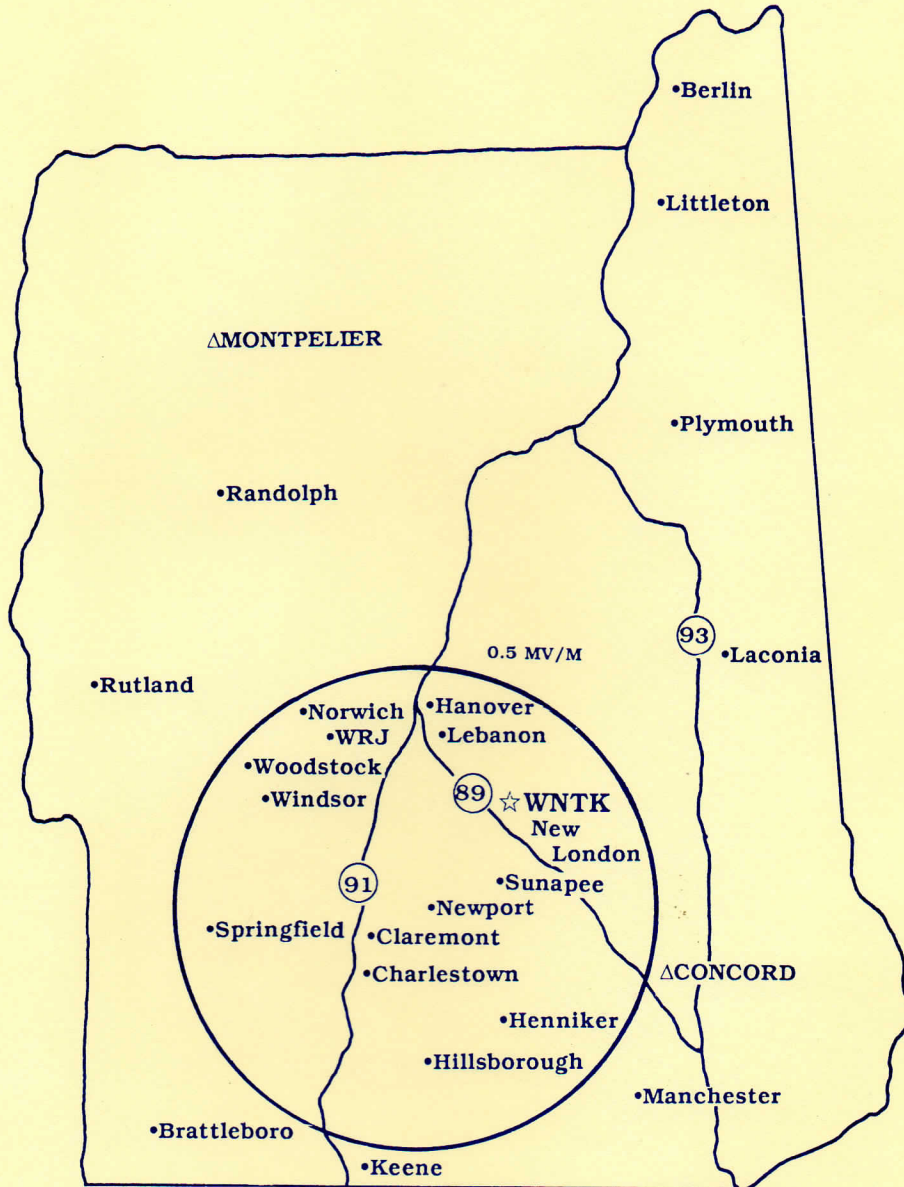


**NEWTALK 1020**  
The Twin State's Most POWERFUL AM

# ~~NEWSTALK 1020~~

The Twin State's Most POWERFUL AM

## COVERAGE MAP



Coverage Contours by F.C.C. prediction method  
0.5 MV/M contours may be subject to interference and fading.

# WNTK

Koor Communications, Inc. RR#1 Box 249 New London, N.H. 03257  
(603) 526-9464



Sound Advertising  
That Gets Results...

~~NEWSTALK 1020~~  
**WNTK**

**MONDAY - FRIDAY**

6 a.m. - 9 a.m.	<b>AM MAGAZINE</b> with Dorien Jaye	1-800-826-1020
9 a.m. - 10 a.m.	<b>Two-Way Telephone Talk</b> with Doug Carrick	1-800-826-1020
10 a.m. - Noon	Dr. Joy Browne	1-800-423-TALK
Noon - 2 p.m.	Rush Limbaugh	1-800-282-2882
2 p.m. - 4 p.m.	Michael Jackson	1-800-423-TALK
4 p.m. - 5 p.m.	Dr. Dean Edell	1-800-548-TALK
5 p.m. - 7 p.m.	Dr. David Viscott	1-800-423-TALK

Join Us For Weekends Too!

The Twin States' Most POWERFUL AM

Broadcasting Daily Until Sunset



Koor Communications, Inc.  
RR#1 Box 249, New London, NH 03257  
(603) 526-9464

## PROGRAM PROFILE

**NewsTalk AM 1020 WNTK** is a total information and entertainment medium, alive with variety and timely national and local news, weather, and information. News from **Mutual Radio**, as well as top professional local talent along with **ABC Talk Radio** network personalities, makes **NewsTalk AM 1020** the best source for news and information in the twin states. **WNTK** is the only radio station in the area with an all news and information format making use of a unique programming source for our listeners and an unusual advertising medium in foreground radio for our sponsors.

### WNTK Talent Line-Up

**6:00 - 9:00 am -- AM Magazine with Dorien Jaye.** An exciting mix of news, weather, information, sports, and entertaining conversation. Just the right mix to start your day, with the information and humor the adult listener wants from radio, either at home or on the road.

**9:05 - 10:00 am -- Two-Way Radio Talk with Doug Carrick.** Doug's stimulating interview skills bring guests from around the state and throughout the country into the reach of our listeners. Call in and participate in this lively and informative radio interview show.

**10:05 - 12:00 noon -- Dr. Joy Brown.** ABC Radio's first lady of psychology fields questions from around the country. Dr. Brown's common sense and warmth give her listeners the answers to life's questions and keep our listeners tuned in for a great two hours of advice that we can all relate to.

**12:05 - 12:10 pm -- Wall Street at Noon.** Stock update.

**12:10 - 2:00 pm -- Rush Limbaugh.** Combines wit and intelligence along with his conservative outlook to discuss the issues of the day. His show provokes and entertains.

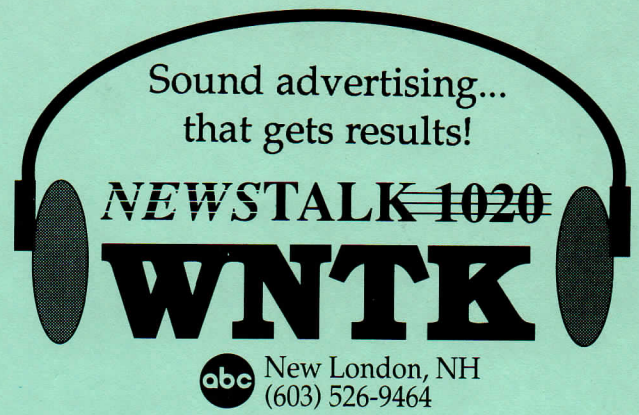
**2:05-4:00 pm -- Michael Jackson.** The Dean of ABC talk radio provides the best in talk radio, unrivaled by any other talk show host. Michael Jackson's appeal to listeners and guests is phenomenal. His guests include such diverse luminaries as Jane Fonda, Ralph Nader, Nancy Reagan, Ray Charles, Henry Kissinger, and many more.

**4:00 - 5:00 pm -- Moneyline** with **Bob Brinker**, brings the complexities of the financial world home to our listeners. Whether it's stocks, CDs, IRAs, or Zero Coupon Bonds, Bob explains and helps our listeners maximize their returns.

**5:00 - 7:00 pm -- Dr. David Viscott** is not your typical psychiatrist. His style is direct and insightful and he is not afraid to be confrontational. Dr. Viscott is a regular contributor to Cosmopolitan and the author of 12 books. His caring and special ability to help listeners deal directly with their problems are only some of the reasons so many people can't do without The Dr. David Viscott Show.

### **WNTK Newstalk AM 1020** **Weekends**

- Local and regional news on the hour.
- National news on the hour and at the half-hour.
- Local weather
- Ski reports provided by the New England Ski Council.
- Community Bulletin Board.
- Sports reports.
- On the Gardenline with ABC's Ralph Snodsmith.
- Radio New England Magazine.
- MoneyTalk with Bob Brinker.
- Home Improvement Show with Mike McClintock
- The Best of Dr. Viscott.
- Mutual's Week in Review Headlines.
- Weekend Headliner
- Newsbreakers
- Master Control
- America's Master Gardener, Jerry Baker



The **WNTK** "New Business Package" is designed to show new advertisers how well **WNTK** works for them. You can receive the lowest rate plus bonus spots and have your message delivered by the Twin States' Most Powerful AM Station, Newstalk 1020, **WNTK**.

**Quantities Based on 60-Second Spots, 13 Week Contract**

<u>Spot Buys</u>	<u>Total Per Week</u>	<u>Bonus Spots</u>	<u>Total Spots</u>	<u>Avg. Cost</u>
3	\$30.	2	5	\$6
6	\$60.	4	10	\$6
9*	\$90.	6	21	\$4.29

\*Receive three additional spots each day during the weekend for no additional cost when you buy nine per week.

**You can have your message heard clearly three times a day all week long for about the cost of one small print ad in a daily paper!**

Thirty-second spots can be run for either a 20% reduction in cost or a 20% increase in frequency.

This offer is limited to new advertisers upon placement of initial orders only. It cannot be renewed and can be run only for the first 13-week schedule.

# NewsTalk 1020 WNTK Winter Survival

During the months of February and March, NewsTalk 1020 WNTK is going to reward our listeners with thousands of dollars worth of prizes with the **Winter Survival Promotion**. As a participating sponsor you can share in the excitement of this major promotion in a way that will increase not only your business's visibility, but **profits** as well.

Based on where they live, our listeners will have the chance to call us within ten minutes and twenty seconds to receive qualifier prizes of at least one hundred dollars in value, as well as qualify to win a snowthrower and a trip to DisneyWorld in Orlando, Florida!

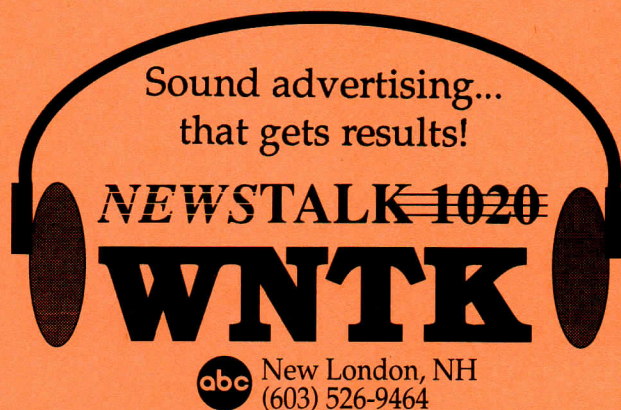
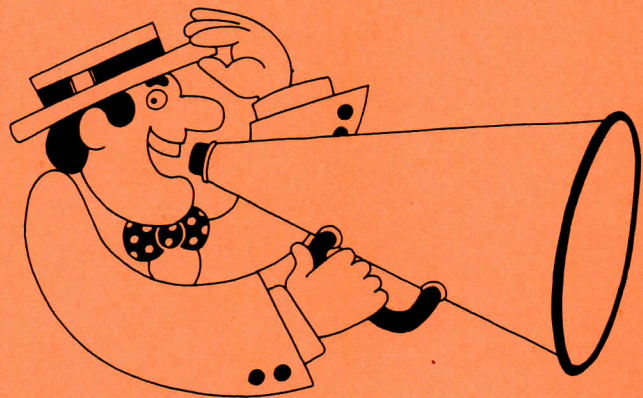
As a participating sponsor, you will receive:

- 170 commercials to run from February through April;
- Over 300 promotional mentions as a participating sponsor;
- Dinner for two at an area restaurant;
- Two contest winners who will spend \$100 each in your store;
- Promotional mentions in the Valley News and Eagle Times;
- An in-store poster detailing contest rules.

This is your chance to have your message heard on the most powerful AM station in New Hampshire and Vermont, with guaranteed customers and a free mini-vacation. This promotion is limited to 30 (thirty) sponsors. Sign up today and guarantee your winter survival with NewsTalk 1020 WNTK!

The total cost to you for this three-month campaign is \$1,700\_ which can be billed monthly over 90 days at \$566.67 per month.

<b>WNTK NEWSTALK 1020</b> KOOR COMMUNICATIONS, INC. RR 1 BOX 249 NEW LONDON, NEW HAMPSHIRE 03257 (603) 526-9464	THIS CHECK IS IN PAYMENT OF THE FOLLOWING: <i>Winter Survival Promotion</i>	1294
	CITY BANK AND TRUST ON TREMONT SQUARE P.O. BOX 835 CLAREMONT, NH 03743	54-181
PAY	<i>One hundred dollars and 00/100</i>	
TO THE ORDER OF	<i>Mr. and Mrs. Customer</i> <i>+ "The Furniture Store"</i>	
	DATE <i>Feb. '89</i>	CHECK NO. AMOUNT <i>\$100.00</i>
	<i>S.E. ViniKoor</i> AUTHORIZED SIGNATURE	
@001294 @SAMPLE 9: CH9 C189 511		



## **SPORTSTALK WITH JOE YUKICA**

Now your business has a new way to target area sports enthusiasts. Former Dartmouth and Boston College head football coach Joe Yukica takes to the WNTK airwaves at 10 am to talk sports. SportsTalk, a one-hour program with Joe Yukica, examines sports on the college, pro, and high school level. WNTK listeners will be able to talk sports with the coach beginning April 1, 1989.

As a participating sponsor you will receive:

- Sponsorship mention at the open and close of each show;
- Two 60-second announcements to run during the show;
- Two 60-second announcements to run during the week at no extra charge.

The cost: \$40 per week, minimum run 13 weeks. SportsTalk sponsors will be eligible to supplement their advertising schedule at the lowest rate available to WNTK sponsors. Availability is limited.



**NEWTALK 1020**  
The Twin State's Most POWERFUL AM

**WNTK 1020 AM**

**PRESENTS:**

**NEW ENGLAND PATRIOTS FOOTBALL**

**MVP SPONSORSHIP**

- \* 6 - 60 second spots per game
- \* 2 - 30 second spots or an additional 60 second spot per game
- \* Opening and Closing Billboards
- \* Minimum of 13 games
- \* Additional games at no extra charge
- \* 4 - 60 second spots to run each week during the season

*Investment : \$1500*

**VETERAN SPONSORSHIP**

- \* 4 - 60 second spots per game
- \* 2 - 30 second spots or an additional 60 second spot per game
- \* Opening and Closing Billboards
- \* Minimum of 13 games
- \* Additional games at no extra charge
- \* 4 - 60 second spots to run each week during the season

*Investment : \$1200*

**ROOKIE SPONSORSHIP**

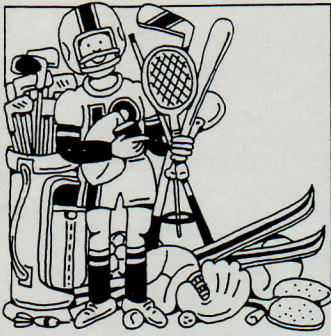
- \* 3 - 60 second spots per game
- \* Opening or Closing Billboards
- \* Minimum of 13 games
- \* 2 - 60 second spots to run each week during the season

*Investment : \$700*

**WNTK**

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## WNTK 1020 AM PRESENTS: LOCAL SPORTS SPONSORSHIPS

### WNTK's Athlete of the Week

*A weekly five-part interview with a standout high school football player and his coach. A different interview segment will air every weekday. Each segment will last one minute.*

- \* Exclusivity
- \* Opening Billboard
- \* 5 - 60 second spots (one per day)
- \* Regular mention as the program's exclusive sponsor
- \* 3 - 60 second spots to run each week during the season
- \* Minimum of 10 weeks
- \* Additional weeks at no extra charge

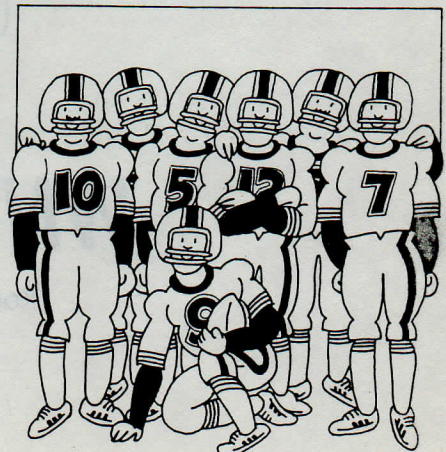
*Investment : \$750*

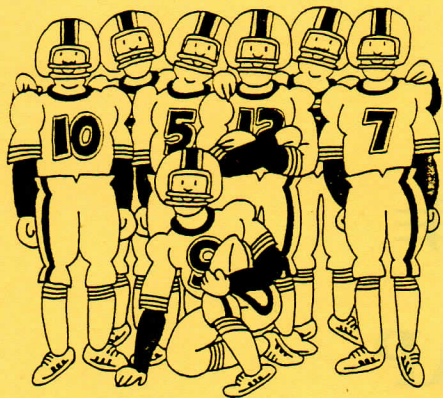
### High School Football Wrap-Up

*A weekly four minute recap of local high school football action. Includes game highlights, standings, and schedules. Airs once on Sunday and once on Monday.*

- \* Exclusivity
- \* Opening Billboard
- \* 2 - 60 second spots (one each day)
- \* Regular mention as the program's exclusive sponsor
- \* 4 - 60 second spots to run each week during the season
- \* Minimum of 10 weeks
- \* Additional weeks at no extra charge

*Investment : \$600*





**WNTK 1020 AM  
PRESENTS:  
LOCAL SPORTS SPONSORSHIPS**

**High School Football Wrap-Up**

*A weekly four minute recap of local high school football action. Includes game highlights, standings, and schedules. Airs once on Sunday and once on Monday.*

- \* Exclusivity
- \* Opening Billboard
- \* 2 - 60 second spots (one each day)
- \* Regular mention as the program's exclusive sponsor
- \* 4 - 60 second spots to run each week during the season
- \* Minimum of 10 weeks
- \* Additional weeks at no extra charge

*Investment : \$600*

*Average Cost Per Spot: LESS THAN \$10*

**THE VIEW FROM HERE**

*A two minute sports commentary on topical issues in sports. Hosted by Dave Kramer, WNTK's Sports Director. New commentary twice per week. Program airs twice on Tuesday & Thursday.*

- \* Exclusivity
- \* Opening Billboard
- \* 4 - 60 second spots (two on Tuesday, two on Thursday)
- \* 4 - 60 second spots to run each week during the season
- \* Minimum of 10 weeks
- \* Disclaimer

*Investment : \$500*

*Average Cost Per Spot: LESS THAN \$7*



# ~~NEWTALK 1020~~

The Twin State's Most POWERFUL AM

## RATE CARD #1

Effective September 1, 1988

:60 SECOND OPEN RATES

TIMES PER	OPEN	13 WEEKS	ANNUAL RATE
7x	16.00	13.50	12.00
14x	15.00	12.50	11.00
21x	14.00	11.50	10.00

All positions are (BTA) Best Times Available 6 AM - 8:30 PM

ADD \$3 PER UNIT FOR SPECIFIED DAYPARTS  
SUBTRACT \$2 PER UNIT FOR THIRTY-SECOND ANNOUNCEMENTS

**SPONSORSHIPS:** \$20 per unit for all News/Weather/Sports/Features. Sponsorships include; :05 opening billboard. Minimum 13 weeks, Monday-Friday in daily fixed positions.


**RATES:** All rates are NET 30 to station. Past due balances are subject to a monthly service charge of 1.5%.

**CREDIT:** Is established by payment in advance, or subject to prior approval by our credit department, at which time a credit limit will be established.

# WNTK

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**Reach Up To 15,000 Cars\*  
A Day Traveling  
On  With WNTK**

\*Average Daily Traffic Flow Map 1987  
State of New Hampshire  
U.S. Department of Transportation  
Federal Highway Administration





Valley News

ESTABLISHED 1952

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## Talk Radio Works Because It Delivers What Other Media Can't

STEVE TAYLOR

FOR THE VALLEY NEWS

MERIDEN — Suddenly, it seems as if everybody in the media world is talking about talk radio and how talk radio is the potent new force that's going to alter the political landscape of the nation.

After all, talkmasters from Boston to Los Angeles managed to energize hundreds of thousands on the congressional pay raise issue, unleashing a cataclysmic tide of opposition that turned a sure thing back in early January into a poison issue nobody dared touch a month later.

Make no mistake, talk radio is an increasingly potent force in the world of public issues. It has millions of listeners and, on any given day, tens of thousands of active participants.

It's the simplest, easiest medium for citizens to offer their two cents' worth. All it takes is a dime for a phone call to become a player, and the anonymity the talk show caller has encourages a freewheeling brand of discourse that's unavailable anywhere else.

Sure, the talk shows have a lot of boozes calling in to grind their axes, but that's they way it is out in the real world: Not everyone is as articulate as a Bill Moyers or a George Will, and not every commentary has the smooth syntax of a *New York Times* op-ed piece.

Talk radio differs from the rest of media today because it is an active form. You

listen, you hear stuff that gets your juices flowing, you can call up and say your piece. Oprah and Geraldo may get you stirred up, but that's about all you can do. Articles in the newspapers and magazine may stimulate you to respond or rebut, but it will be days, weeks or months before your letter to the editor appears, by which time the matter has probably long since receded in everyone else's consciousness.

I listen to a lot of talk radio, and have for many years, going way back to the 1950s when Jerry Williams was on WMBX in Boston late at night. I got hooked on Williams' flamethrowing style then, and I still tune him in on WRKO late in the afternoon now. He's dead opposite from where I am on many issues, but it's good to test your own values and beliefs against others' frequently.

Williams was the point man in the Northeast in stirring up opposition to the congressional pay raise, exhorting his legions of listeners (biggest AM radio audience in New England every afternoon) to write, call, fax or otherwise communicate their ire to their representatives.

Joining Williams were dozens of other talkmasters across the nation whose efforts collectively jammed Capitol Hill switchboards and mailrooms with the biggest citizen outpouring of feelings anybody can remember.

The pay raise episode has establishment media figures like David Broder lashing out at talk radio hosts as "demagogues," peddling a know-nothing philosophy and capable

of intimidating congressmen into voting against the overall best interests of the nation.

A column in the *Washington Post* one day recently even made the preposterous argument that talk shows should be barred from delving into public issues.

Closer to home, Williams has led some other crusades which have had profound influence in Massachusetts politics, most notably the repeal of a mandatory auto seatbelt law in 1986.

Episodes like that have critics fretting about talkmasters becoming the new bosses of American public affairs, capable of whipping up so much controversy and adrenaline that elected officials will cower and submit on each and every issue.

That is what some supposedly influential columnists have been suggesting in recent days, but it's a bunch of baloney. Talkmasters can mobilize and focus citizen action when the issue is easy to identify and push.

Fat raises for congressmen, pushy bureaucrats trying to make people buckle seatbelts — those are easy issues to package and push on the airwaves. More complicated subjects simply can't be managed that easily, and they won't be.

A bigger limitation on the power of talk radio, however, is the fact Americans get weary of crusades, especially those mounted by the same people over and over. Bigtime operators like Williams know that, so they pace themselves and avoid running too many operations in a year.

One mistake that's made by many observers is considering talk radio as if it is monolithic, all run by talkmasters obsessed with public issues. Talk radio is expanding by leaps and bounds for many reasons besides politics.

Whole new networks have developed to provide a huge assortment of talk radio shows, ranging from psychological counseling to highly sophisticated discussion of investment strategies. You can pick up belligerent hard-right conservatives like Rush Limbaugh or intimate touchy-feely advice to the distressed by Dr. Joy Brown, Larry King, Sally Jessy Raphael, Dr. Ruth . . . on and on they go.

My favorite nationally syndicated talk program is TalkNet's Bruce Williams, who mixes it up with callers and dispenses straight-from-the-shoulder advice on things like the traps that lie hidden in auto-leasing deals and franchise agreements and how to extricate oneself from a bad condo deal.

Here in the Upper Valley we're lucky to have some decent local talk shows, and if I've got the time I'll always listen to them. WNHV's three-hour "Dialog" on Saturday morning and WTSL's "Your Turn" weekday mornings for an hour starting at 9:05 have their ups and downs in audience participation. WNTK's Doug Carrick runs a morning talk hour that's closer to the big city talk show style and often features very interesting guests.

They fly when they have strong guests or when a provocative caller comes in early with something that turns up interest and

excitement. Invariably I learn something from these programs, especially when a caller expounds on something that's been in the local news recently. For example, I'd heard much about the firing of the Hanover High football coach, reports suggesting pressure from parents and much about mysterious closed-door meetings.

Nobody ever explained what the devil the central issue was until a Hanover football parent called Roger Carroll on "Your Turn" and detailed a series of episodes which he said showed the coach had a callous, condescending way of treating boys with less-than-outstanding athletic skills.

Whether the caller's claims were right or wrong, I gained a much broader understanding of what was going on, one that I doubt very much I would have gotten in any other medium.

Similarly, I've gained far better understanding of issues like Enfield's police facility needs, budget cuts at the VA Hospital, recycling efforts in Hartford and the barking dog-Humane Society imbroglio in Plainfield from our local talk shows than I could from diligent reading of news stories and listening to broadcast news reports.

Hearing the people involved explaining things in their own words, then responding to questions and prodding from the show hosts and callers is a great way to learn the inside skinny on local issues.

Steve Taylor lives and farms in Meriden and contributes occasionally to the VALLEY NEWS.