

WBEN-WBEN-FM

BUFFALO, N. Y.

PROGRAM LOG

June 21, 1971

TIME END PROGRAM TITLE-SPONSOR MONDAY (INBT) TYPE SOURCE

WBEN AM/FM

Page 3

4:58 5:00 STAR SPANGLED BANNER & SIGN-ON WOLY AM/FM T-1
 DUPLICATE BREAKS EXCEPT: 10:10-11AM, 11:10-12N, 12:10-1PM, 1:10-2PM
 2:10-3PM, 3:10-4PM, 4:10-5PM, 5:10-6PM, 6:30-8PM, 8:10-9PM, 9:10-10PM
 10:10-11PM and 11:10-12NN

5:00 5:02 LOCAL NEWS Intro T-16 N L

5:02 6:00 AL FOX SHOW A L

5:15 PLEASE TAPE CBS NEWSFEED FOR NEWSROOM AND WEATHER FOR THE FARM PROGRAM

4510 Traffic Central Promo P-9
4511 (60) Niagara Erie Travel Lv# CM *n/c*
506 WBEN Jingle J-5

5:30 WBEN AM FM

5:30 5:35 NEWS HEADLINES Intro T-16 N L

5:35 6:00 AL FOX SHOW A L

528 WBEN Jingle J-7
533 Clint Buehman Promo P-8
4544 (60) Niagara Erie Travel Lv# CM *n/c*
 WBEN Jingle J-1
4551 (60) Marine Midland Trust Company Lv#4 CM *20:00*

P. Lata on 455 AM # 6A

6:00 WBEN AM FM

T. White on 6A

WBEN-TV-WBEN-FM

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6:00 TAPE CBS NEWS FOR NEWSROOM

6:10 TAPE UPI - FIRST REPORT

6:00 6:14 WBEN NEWS

INTRO T-16

N L

X604 (60) American Airlines

C-2

CM 52.00

X608 (30) GM/Chevrolet

C-172

CM 44.00

X613 (10) Arco

C-208

CM 41.00

6:14 WBEN AM

6:15 PLEASE TAPE CBS NEWSFEED FOR NEWSROOM

X614 (60) American Home Product

C-3

CM 77.00

6:15 7:00 CLINT BUEHLMAN SHOW

THEME T-5

E R

X617 (60) Lipton Tea

C-100

CM 46.50

X624 (30) Kraft

Lv#1

CM 33.00

X621 (30) Great A & P

C-108/Lv#13

CM 27.00

6:29 WBEN AM

FM

X625 (30) N Y Telephone

C-98

CM 56.00

X629 (30) Lincoln Mercury

C-67

CM 35.00

X630 6:44 (140) Shelly Brand
Billboard open & close

(60)

C-13

CM 100.00

(60)

C-13

CM

6:44 WBEN AM

X644 (60) Carline

C-20

CM 35.14

X647 (60) Pepsi/Teem

C-56

CM 27.00

X652 (60) Mobil/N.C.

C-78

CM 77.00

X656 (60) Nestle

Lv#1

CM 70.00

6:59 WBEN AM

FM

T. Whalen

6:00	6:03	Local News/R.F.T.	Intro T-16	CM/N	L
X		(40) Billboard open & close			36.80
		(20) I.F.T.	C-33/Lv*31	CM	
6:03	6:17	THE WORLD TENITE (delay 3 Min.)		N	CBS
		AT THE END OF NEWSCAST, PRESS NET CART AND SEPARATOR BUTTON			
6:17	6:30	BILL MASTERS SHOW		E	RE
X 6.17		(60) Buffalo Optical	Lv# 2 ^{and tag}	CM	45.60
X 6.21		(30) Kenmore Titles	C-47	CM	31.11
6.24		(10) Arco	C-208	CM	27.00
6.25		(60) American Airlines	C-2	CM	52.00
X 6.44		(30) Schuele and Company	Lv*1	CM	38.14
6.20		WBEN Jingle	J-9		
		(20) Conversions Food Mart		CM	
C.39		Traffic Central Promo	P-9		
X 6.29		(60) American Motors	C-46	CM	58.00

30 TAPE CLOSED CIRCUIT FOR NEWSROOM

6:30		WBEN AM ID			
6:30	6:35	Van Miller Sports	C-210	S	L
C32		<i>NEW PRIMO (WBEN)</i>			
6:35	6:55	BILL MASTERS SHOW		E	RE
X 6.35		(60) Ford Dealers	C-19	CM	45.71
6.44		WBEN Jingle	J-3		
6.45		Boating Forecast	FORMAT A		
X 6.39		(60) Blackberry Julep	Lv#	CM	50.52
6.24		CASH CALL	A		
		WBEN Environmental Info Center	S-43		
X 6.48		(60) Lincoln Mercury	C-59	CM	50.00

6:54:30 6:58:30 WALTER CRONKITE DB Tape N CAS

6:58:30

6:59		WBEN AM ID			
X 6.59		(30) Anheuser Busch	C-150	CM	19.35

Submitted off 7:08 PM
Off 7:00 PM

WBEN-WDEN-PA

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9:00		TAPE NEWSCAST FOR NEWSROOM				
9:00	9:02	LOCAL NEWS		Intro T-16	N	L
9:02	9:08	CBS NEWS (delay 2 min.)			N	CS

AT END OF NEWSCAST..PRESS SEPARATOR BUTTON AND NET CART

9:08	9:30	STAN BARRON SHOW			E	RE	
		<i>X 9:13 (30) Liberty Bank Lv 2 @ 9</i>				<i>CS 3/11</i>	
		<i>9:12</i>	WBEN Jingle	J-9			
		<i>X 9:25 (60)</i>	Carling	C-20		CM 33.14	
		<i>9:16</i>	Traffic Central Promo	P-9			
		<i>X 9:24 (30)</i>	Community Finance	Lv= /		CM 18.00	
		<i>9:39</i>	WBEN Jingle	J-9			
		(30)	Jacobi Brothers			CM	

9:30		WBEN AM ID				
9:30	9:35	SPECTRUM II		DE Tape	PA	CO
9:35	10:00	STAN BARRON SHOW			E	RE

		<i>9:40</i>	LUCKY NUMBER CONTEST	<i>2 & 7</i>	FORMAT #A	
		<i>19:55 (10)</i>	Riverside Mens Shop		Lv#	CM 11.20
		<i>9:55</i>	Better Business Bureau		S-1	PSA -
		<i>X 9:44 (30)</i>	Anderson Ford		Lv #1	CM 21.00
		<i>X 9:56</i>	WBEN Jingle		J-10	
		<i>9:55 (10)</i>	<i>Hutchinson</i>		Lv #3	<i>CS</i>

10:00		WBEN AM ID				
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2 min delay