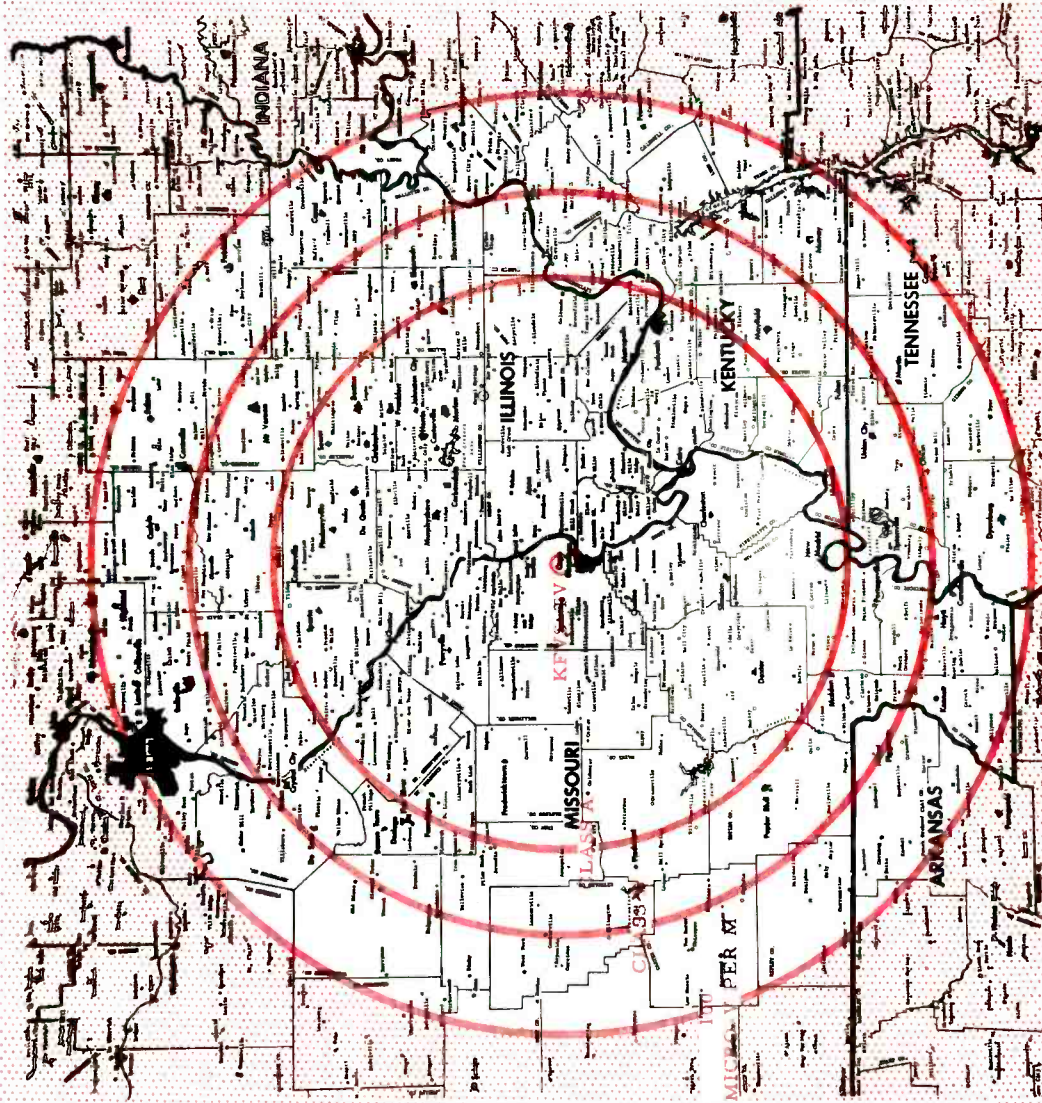


Over 2,000,000 people in six states are served by KFVS-TV, telecasting from one of the world's tallest structures.



**KFVS-TV COVERAGE MAP**

**KFVS-TV TOWER**  
1676 FT.

**EMPIRE STATE BUILDING**  
1472 FT.

**EIFFEL TOWER**  
984 FT.

See one  
of the  
**WORLD'S  
TALLEST  
STRUCTURES!**

One  
of the  
**WONDERS**  
of the  
modern  
world

LOCATED NEAR  
**THE  
KFVS-TV  
TOWER**  
Cape  
Girardeau,  
Missouri

**KFVS-TV**  
Cape Girardeau,  
Missouri  
CBS  
**12**





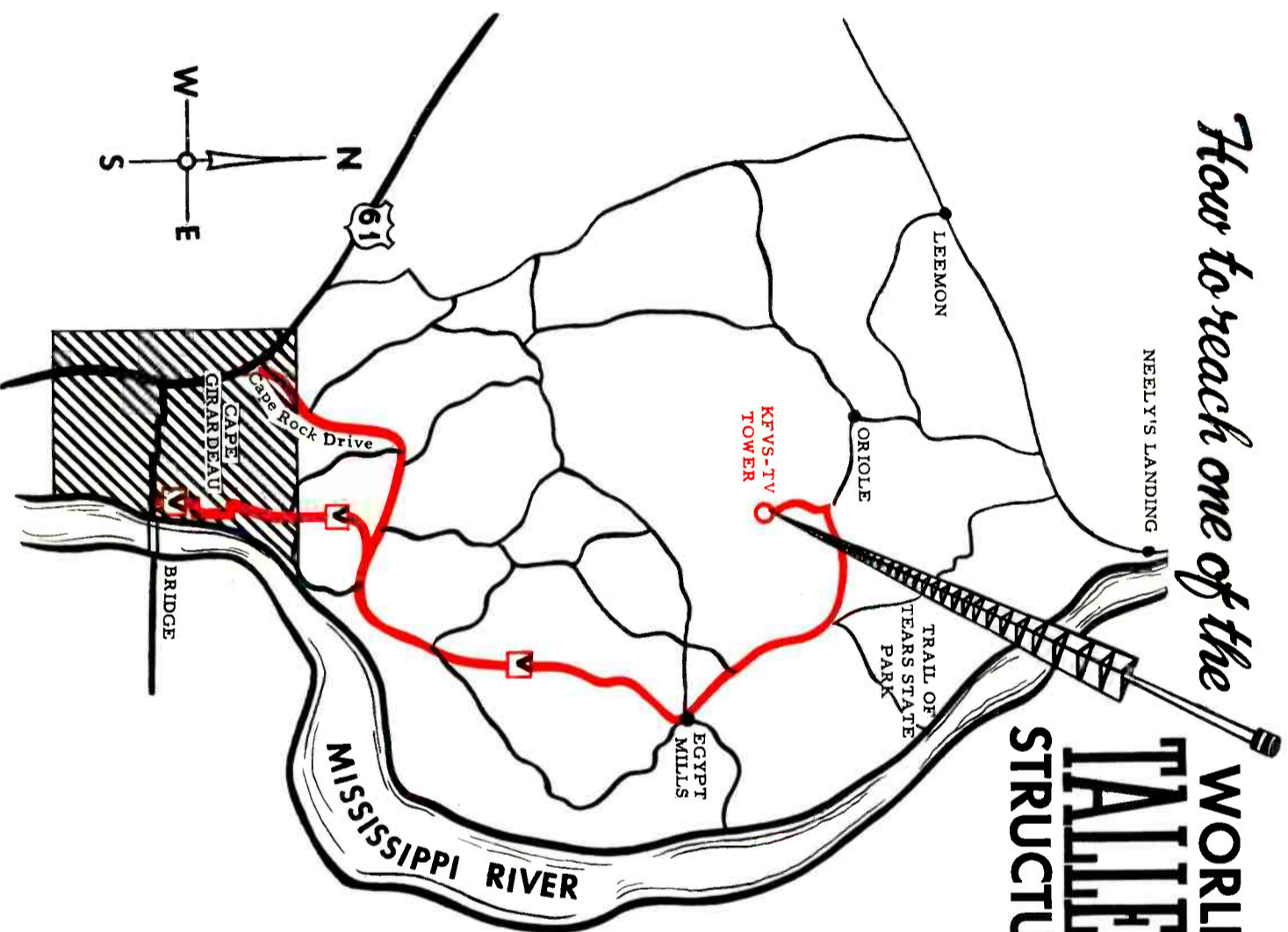
# Interesting Facts

## about the KFVS television tower,

- Over 2,250,000 pounds of concrete and steel were used in building the tower base and the six guy cable anchors. This includes approximately 500 cubic yards of concrete.
- The KFVS-Television tower is 204 feet taller than the Empire State Building and 692 feet taller than the Eiffel Tower.
- The tower stands exactly 1676.55 feet tall when measured at 100 degrees Fahrenheit. It will shrink as much as six inches in height as the temperature drops to zero.
- The hill on which the KFVS-TV tower stands is 810 feet above sea level and is the highest point in Cape Girardeau County. This puts the top of the tower 2486.55 feet above sea level.
- Each 30-foot section, some of the heavier ones weighing over 14,000 pounds, was raised as a unit and set in place at the top of the structure.
- 18 guy cables support the massive structure. They are approximately  $1\frac{3}{4}$  inches in diameter and total five miles in length.
- Weight of the tower and the downward pull of its guy cables exert a pressure of over 2,000,000 pounds on the base.
- Minimum yield point of the Mantex Steel used in the tower is 445,000 pounds per square inch.
- The tower is built in the shape of an equilateral triangle with solid steel legs  $7\frac{1}{4}$  inches in diameter at the base and  $\frac{1}{4}$  inches in diameter at the top.

## How to reach one of the

# WORLD'S TALLEST STRUCTURES



• The antenna at the top of the tower is connected to the transmitter by a  $6\frac{1}{2}$  inch copper coaxial transmission line. This copper tube is filled with nitrogen gas under pressure.

• The traveling wave antenna, 82 feet long and weighing  $6\frac{1}{2}$  tons, was raised into place in just 45 minutes.

• The 100-foot stand-by tower can be placed in use on short notice should the main tower or its antenna need repair.

• To save maintenance men one of the world's longest ladder climbs, a two-man elevator is located in the center of the tower. It requires over 20 minutes to reach the observation platform near the top.

• The tower was erected in 2  $\frac{1}{2}$  months without serious injury to any of the workmen.

• The tower was designed and built by Dresser-Ideco Company of Columbus, Ohio and erected by the Seago Construction Company of Dallas, Texas.

• A team of Missouri mules was used to drag the guy cables down the steep hillside.

• 2,718,335 people live within the 100-microvolt circle of KFVS-TV's radiated signal. They live in Missouri, Illinois, Kentucky, Tennessee, Arkansas, and Indiana.

• The area covered is 30,700 square miles, comprising 76 counties in six states.

Enjoy your visit...

# KGMO

AM 1550  
FM 100.7

CAPE GIRARDEAU, MISSOURI



LOCAL ADVERTISING  
RATE CARD

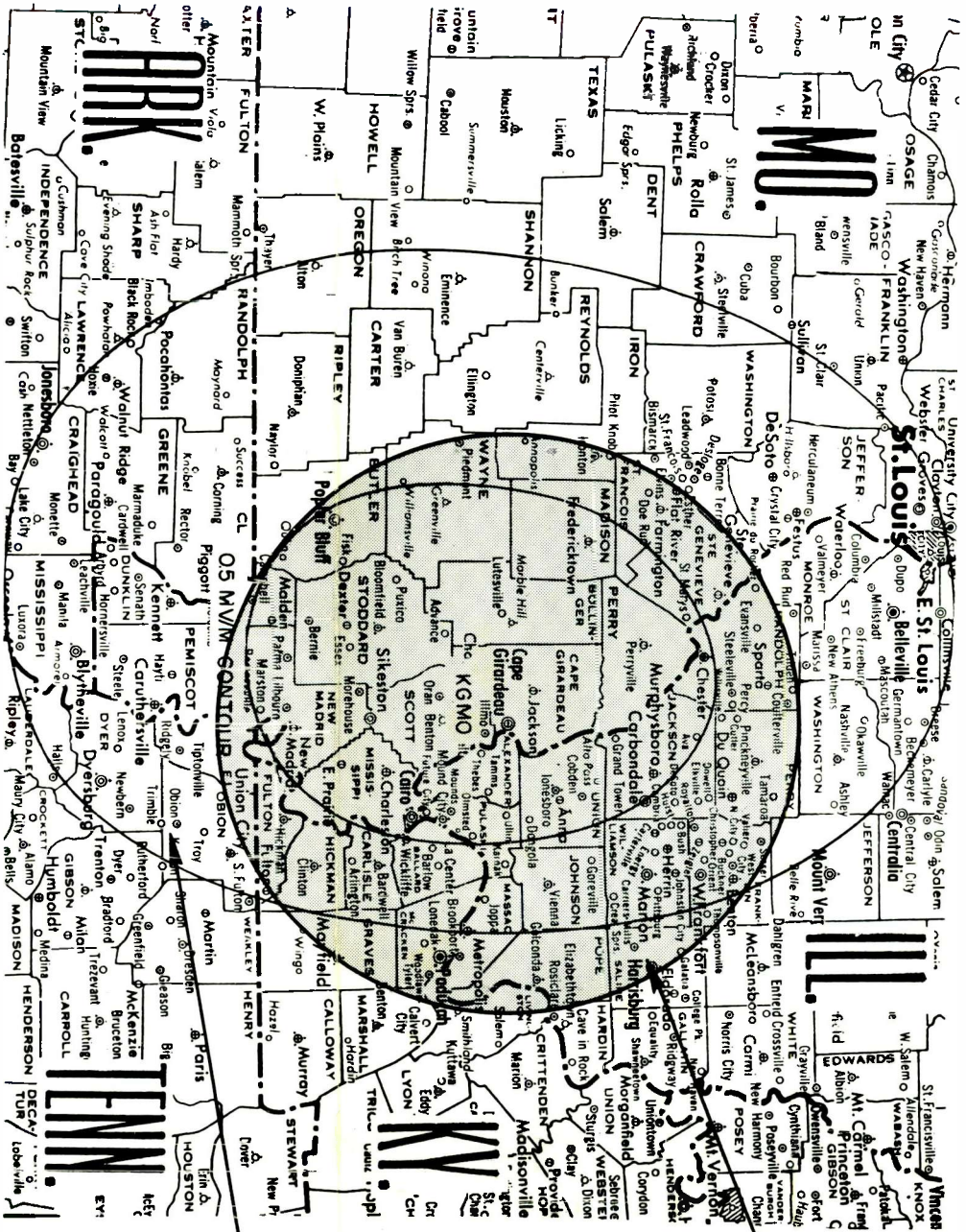
EFFECTIVE OCTOBER 1, 1974

WITHERS BROADCASTING COMPANY

901 SOUTH KINGSHIGHWAY

CAPE GIRARDEAU, MISSOURI 63701

PHONE 314-335-8228



KGMO  
AM

KGMO  
FM

POWERFUL REGIONAL COVERAGE

# KGMO'S



OCTOBER 1, 1974

# KGMO am-fm

## LOCAL RATE CARD

ALL RATES QUOTED ARE NET TO STATIONS.

Monthly Frequency	One Minute (140 Words)	One-Half Minute (75 Words)
1 TO 9 TIMES	\$ 4.90	\$ 3.25
10 TO 19 TIMES	4.40	2.90
20 TO 34 TIMES	4.15	2.75
35 TO 49 TIMES	4.00	2.65
50 TO 64 TIMES	3.85	2.55
65 TO 79 TIMES	3.70	2.45
80 TO 99 TIMES	3.55	2.35
100 TIMES and OVER	3.40	2.25

RATES QUOTED: (1) ARE SUBJECT TO T.A.P.\* SCHEDULING BY STATION.  
(2) INCLUDE ALL CUSTOM COMMERCIAL WRITING AND PRODUCTION FEES.  
(3) INCLUDE ALL ASCAP, BMI, AND SESAC MUSIC RIGHTS FEES.

SPECIFIED OR DRIVE TIME\*\* SCHEDULES; 20% OVER EARNED RATE.

SPOT ANNOUNCEMENT CONTRACTUAL DISCOUNTS: 2% FOR 26 WEEKS; 5% FOR 52 WEEKS.

FIVE MINUTE PROGRAM: \$8.00

WEATHERCAST: \*\$4.00 (INCLUDES OPEN, CLOSE, 30 SECOND COMMERCIAL)  
\*\*\$5.00

BACK FENCE (SWAP SHOP) PROGRAM: \$8.00 (INCLUDES OPEN, CLOSE & 30 SEC. ANNCT.)

\*T.A.P. TOTAL AUDIENCE PLAN — ANNOUNCEMENTS SCHEDULED BY STATION'S TRAFFIC MANAGER THROUGHOUT BROADCAST DAY TO REACH MAXIMUM NUMBER OF LISTENERS.

\*\*DRIVE TIME: 6:00 A.M. TO 9:00 A.M.; 11:00 A.M. TO 1:00 P.M.; AND 4:00 P.M. TO 7:00 P.M.



# KAOL

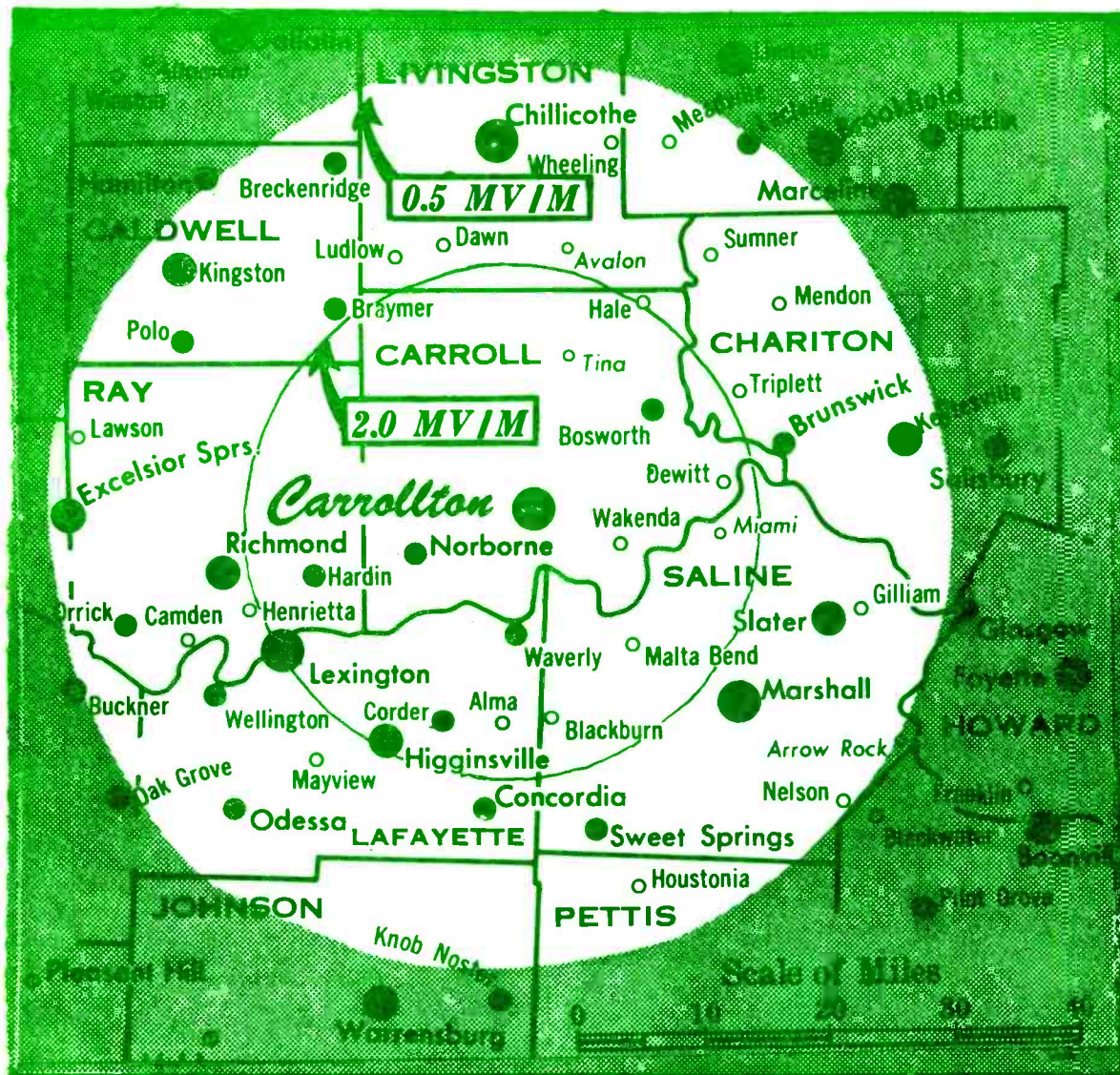
Serving North Central Missouri  
**CARROLLTON, MISSOURI**

- ★ The "BIG SOUND" for the Richest Farming Region in the "Show Me" State.
- ★ Balanced Programming — Local and State News, All Kinds of Music, PLUS Sports Coverage.
- ★ Carrollton is rated as the Most Progressive "Small" City in Missouri.

**500 Watts — 1430 KC**

Owned by Homeland Enterprises, Inc.

**CARROLLTON, MISSOURI**



# KAOL

**500 Watts  
 Daytime Service  
 1430 On the Dial**

Serving North Central Missouri  
**CARROLLTON, MISSOURI**

## MARKET DATA:

	Within 2.0 MV/M Coverage	Within 0.5 MV/M Coverage
Total Population .....	60,800	155,000
Total Households .....	20,820	51,210
Total AM Radio Homes .....	19,590	50,010
Total Passenger Cars .....	19,990	51,200
Spendable Income .....	\$94,258,000	223,118,000

## RETAIL SALES:

Food Sales .....	\$11,664,000	30,472,000
Drug Sales .....	\$ 1,999,000	5,036,000
General Merchandise Sales .....	\$ 3,826,000	9,874,000
Apparel Store Sales .....	\$ 2,195,000	5,037,000
Home Furnishing Sales .....	\$ 2,896,000	6,290,000
Automotive Sales .....	\$13,217,000	30,520,000
Filling Stations .....	\$ 5,589,000	14,335,000
<b>TOTAL RETAIL SALES .....</b>	<b>\$64,802,000</b>	<b>156,180,000</b>
<b>TOTAL WHOLESALE SALES .....</b>	<b>\$31,564,000</b>	<b>78,936,000</b>

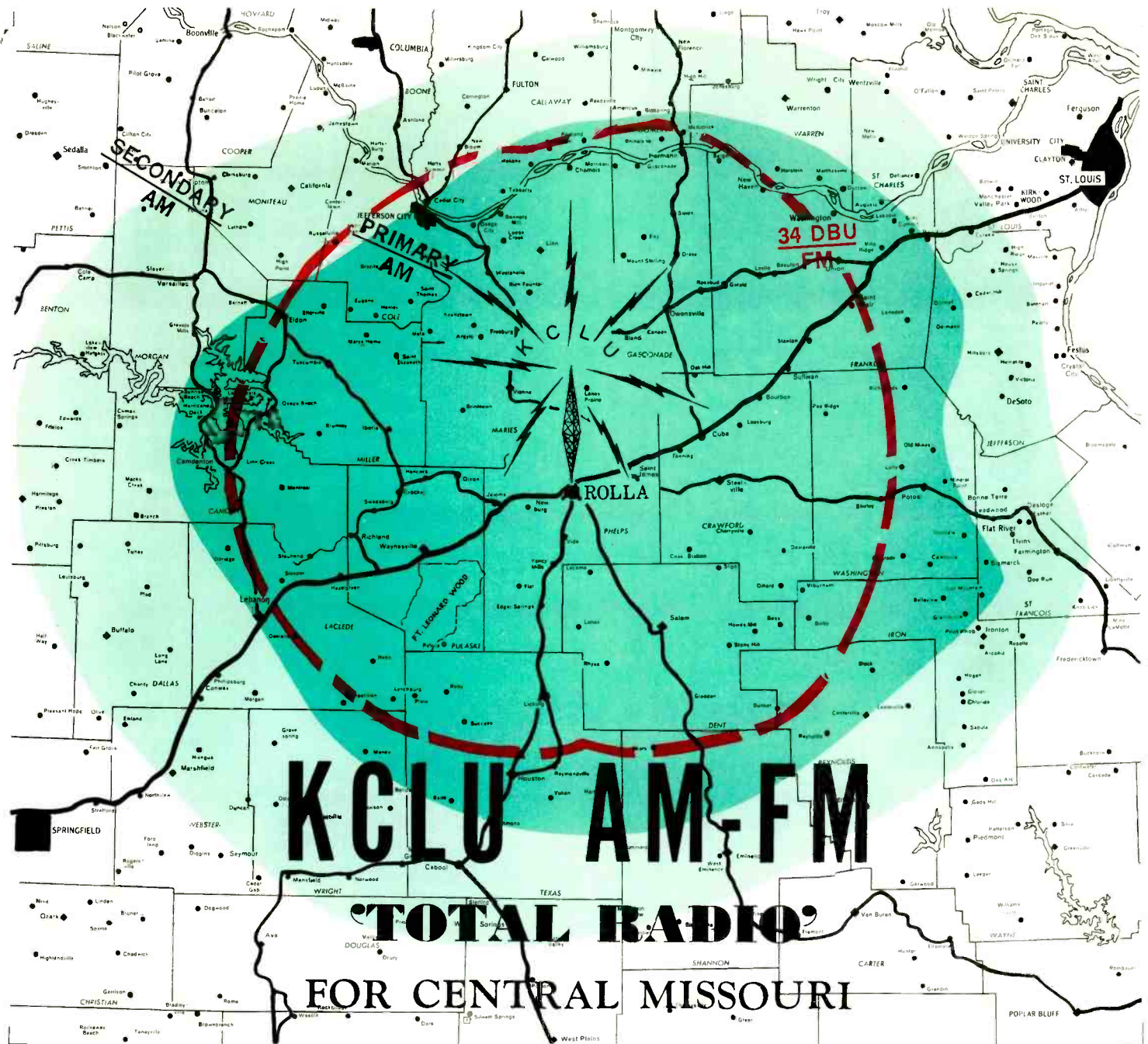
## FARM DATA:

Farm Population .....	21,500	57,700
Farm Households .....	5,970	15,070
Farm Radio Homes .....	5,910	15,040
Farm Gross Income .....	\$50,058,000	119,591,000

SOURCE: SRDS Consumer Markets; Sales Management Survey of Buying Power; Farm Journal Farmer Survey; U. S. Department of Commerce; RETMA.

*Designed by Willoughby....*





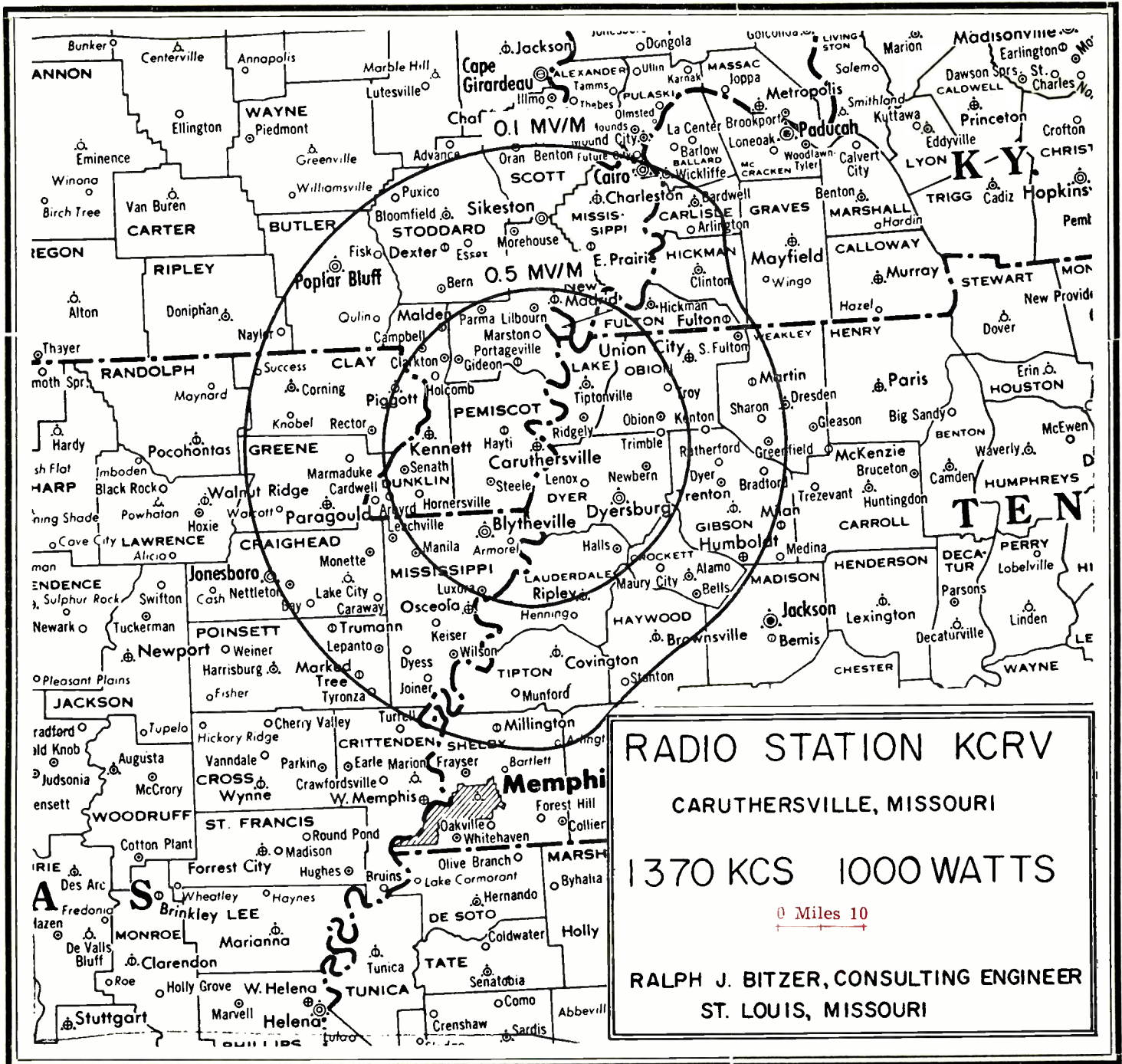
## KCLU Immediate Coverage Area By Counties

Camden	Dent	Crawford	Gasconade
Laclede	Maries	Miller	Osage
Phelps	Pulaski	Texas	Franklin
Washington	Shannon	Reynolds	Cole

## Clueland Seven County Market Breakdown

Radio Homes	31,720
Population	172,074
Households	39,035
Spendable Income	\$98,192,000.00
	(\$4,528.00 per household)





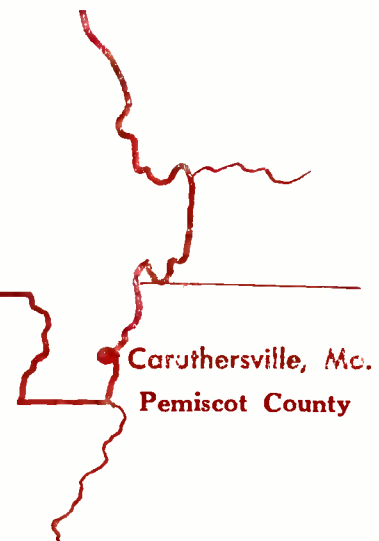
**0.5 MV/M MARKET DATA**

1-1-57

- 0.5 MV/M Consumer Spendable Income Per Household \$3,450
- 0.5 MV/M Households 38,960
- 0.5 MV/M Farm Population 79,500
- 0.5 MV/M Total Population 187,900
- 0.5 MV/M Retail Sales \$122,787,000
- 0.5 MV/M Gross Farm Income \$129,111,000

# KCRV

"The Voice of Public Service in Southeast Missouri"

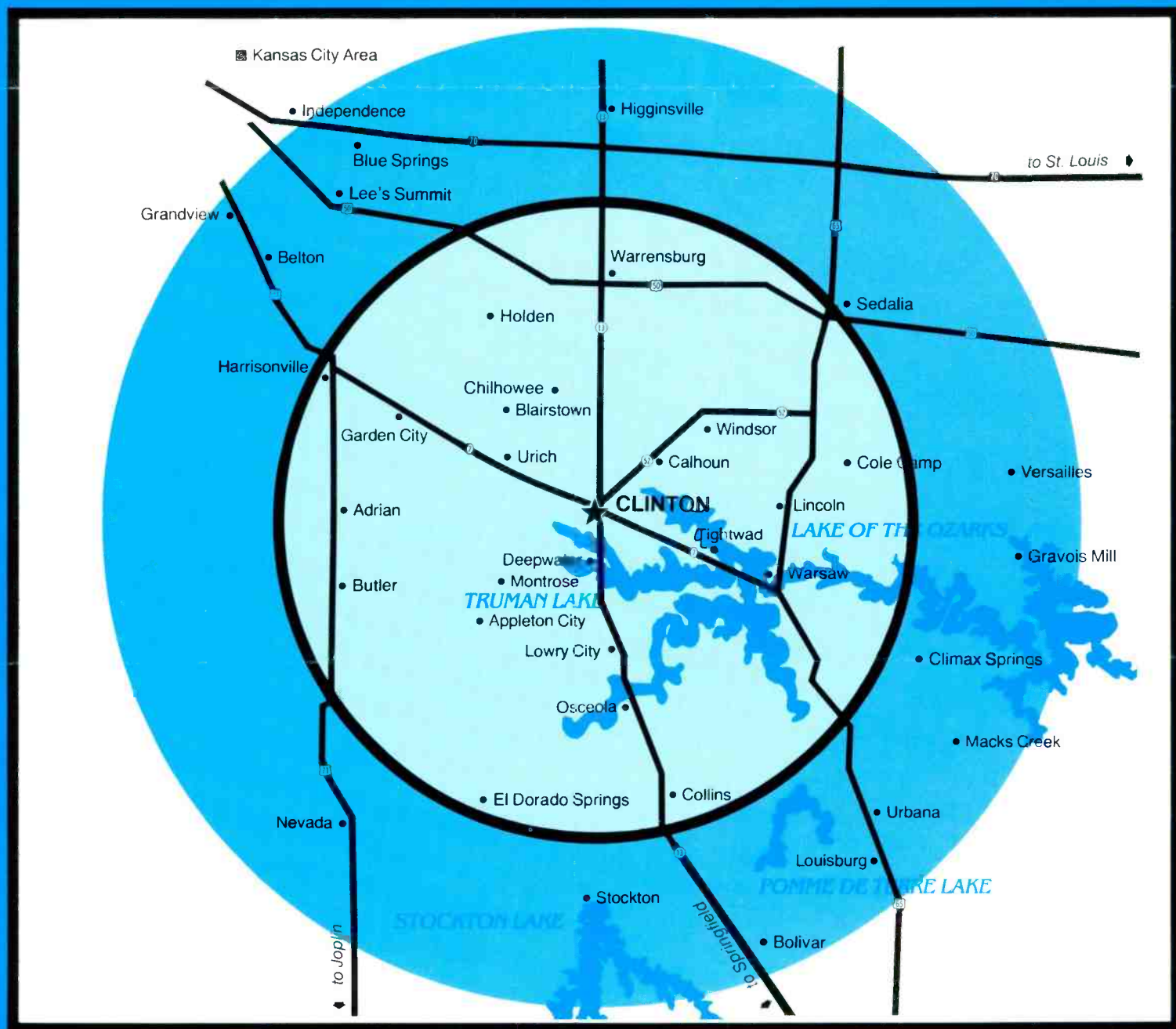


Caruthersville, Mo.  
Pemiscot County

# "Truman Lake Area Radio"



## AREA COVERAGE



**KDKD AM & FM**  
P.O. Box 448  
Clinton, Missouri 64735  
(816) 885-6141

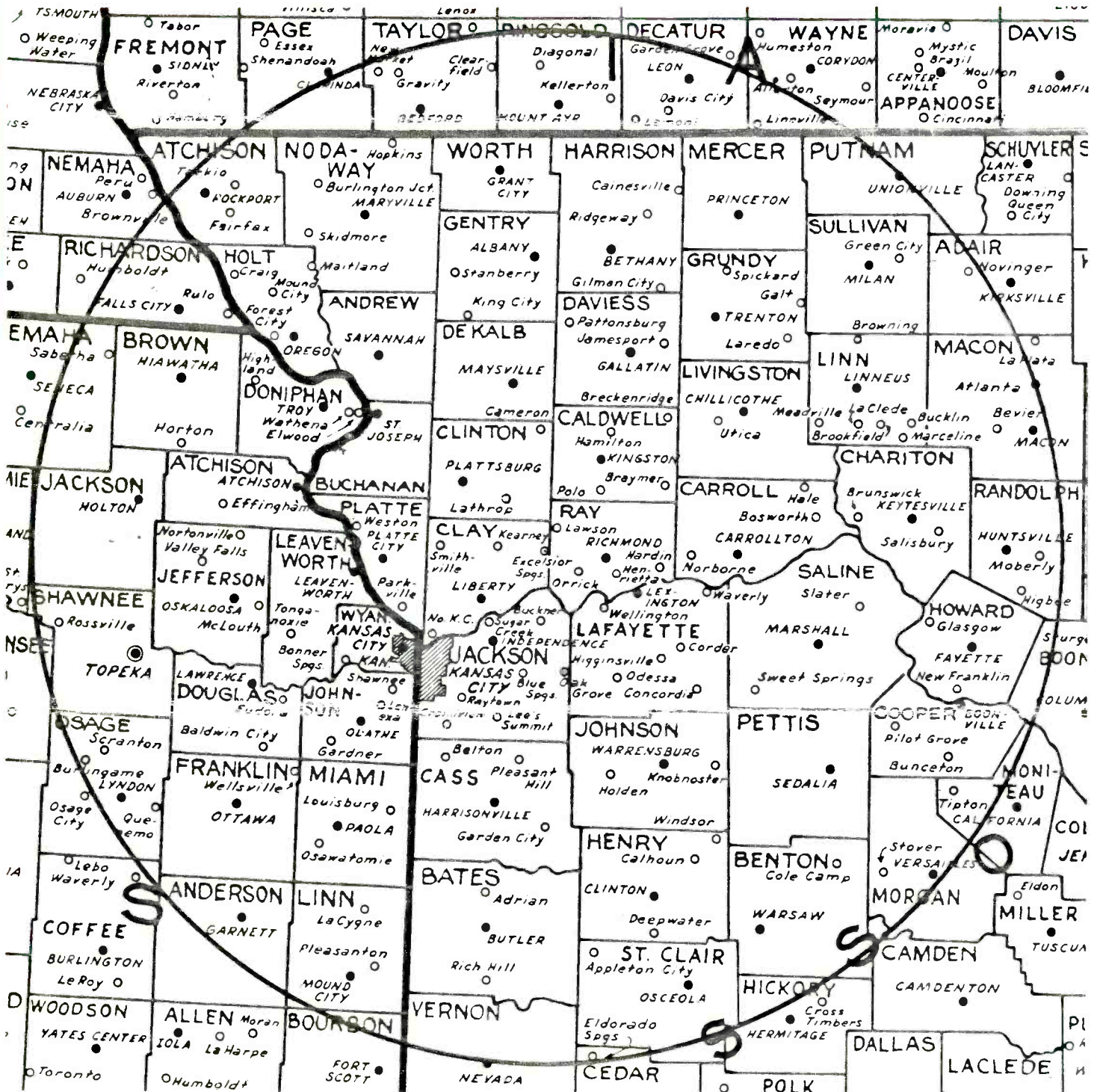
AM Coverage   
FM Coverage 



1090 am



Gospel



781-0707 • Drawer "D" • Excelsior Springs, Mo. 64024 • 637-6061

# KFEQ 680

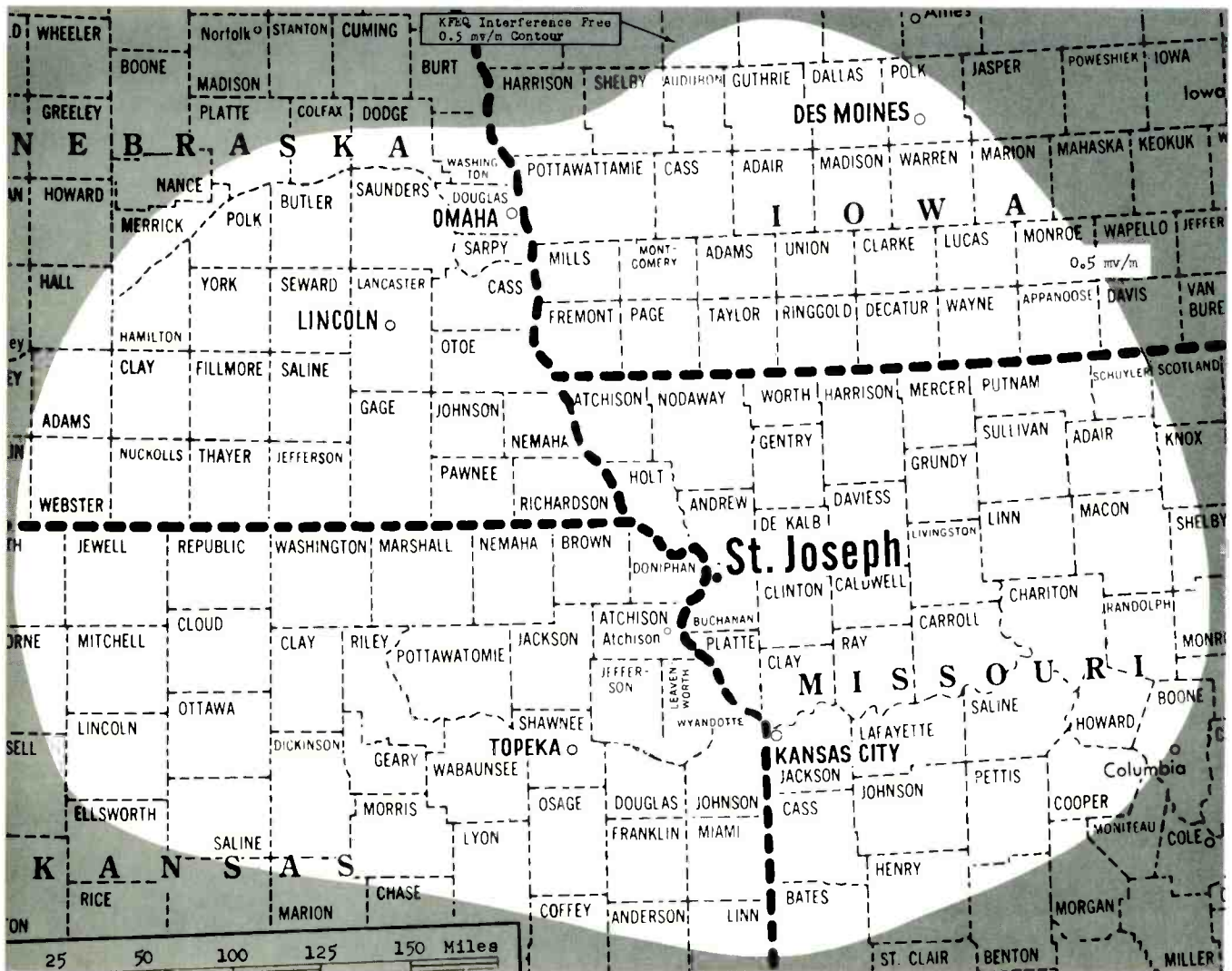
ST. JOSEPH, MO.

Radio



For over 45 years, one of the nation's outstanding regional stations, KFEQ enjoys a position of trust and responsibility in a wealthy farm area.

## 5,000 watt coverage



127 COUNTIES

3,996,710 POPULATION

1,414,820 RADIO HOMES

(SRDS May, 1971)

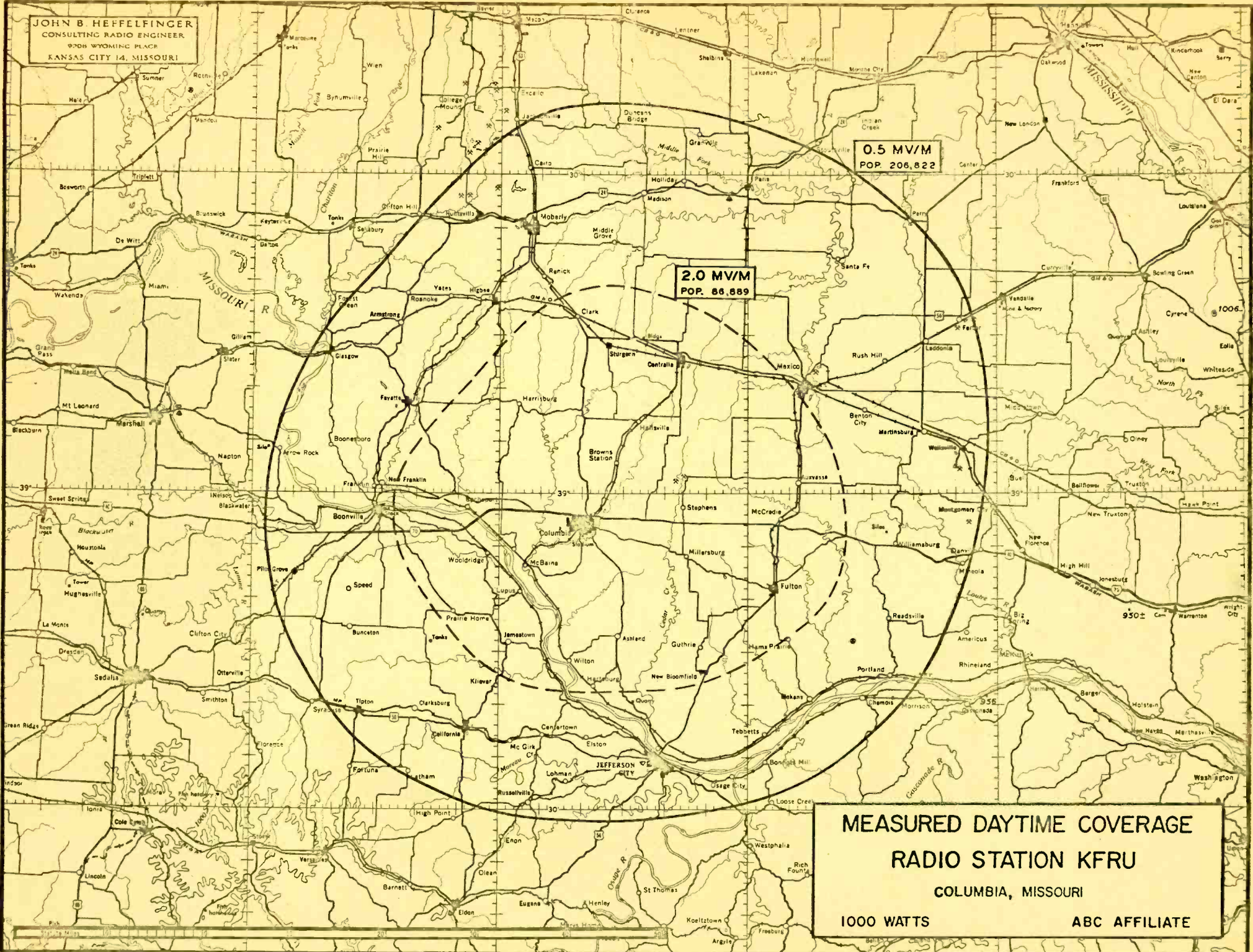
*sold nationally by*



mcgavren-guild-pgw radio, inc.



JOHN B. HEFFELFINGER  
CONSULTING RADIO ENGINEER  
9708 WYOMING PLACE  
KANSAS CITY 14, MISSOURI



0.5 MV/M  
POP. 206,822

2.0 MV/M  
POP. 66,889

MEASURED DAYTIME COVERAGE  
RADIO STATION KFRU  
COLUMBIA, MISSOURI  
1000 WATTS  
ABC AFFILIATE



MISSOURI		ILLINOIS		TENNESSEE	
	Population		Population		Population
Bollinger	11,019	Alexander	20,316	Benton	9,196
Butler	37,707	Bond	7,078	Carroll	25,225
Cape Girardeau	38,397	Clay	8,722	Crockett	16,457
Carter	4,777	Clinton	22,594	Dyer	33,473
Crawford	5,807	Edwards	9,056	Gibson	48,132
Dent	7,108	Fayette	71	Henderson	857
Dunklin	45,329	Franklin	48,685	Henry	23,828
Franklin	14,418	Gallatin	9,818	Houston	4,786
Howell	1,136	Hamilton	12,256	Humphrey	4,412
Iron	9,458	Hardin	7,530	Lake	11,655
Jefferson	38,007	Jackson	38,124	Lauderdale	23,794
Madison	10,380	Jefferson	35,892	Montgomery	13,255
Mississippi	22,551	Johnson	8,729	Obion	29,056
New Madrid	39,444	Lawrence	61,617	Stewart	9,175
Oregon	11,978	Madison	145,845	Weakley	27,962
Pemiscot	45,624	Marion	41,700		
Perry	14,890	Massac	13,594		
Reynolds	6,918	Monroe	13,282		
Ripley	11,414	Perry	21,684		
Ste. Francois	35,276	Pope	5,779		
Ste. Genevieve	11,237	Pulaski	13,639		
St. Louis	1,250,510	Randolph	31,673		
Scott	32,842	Richland	10,133		
Shannon	8,377	St. Clair	205,995		
Stoddard	33,463	Saline	33,420		
Texas	949	Union	20,500		
Washington	14,689	Wabash	14,651		
Wayne	10,514	Washington	14,460		
		Wayne	20,933		
		White	20,935		
		Williamson	48,621		

ARKANSAS		INDIANA	
	Population		Population
Clay	26,674	Gibson	30,720
Craighead	50,106	Knox	8,683
Fulton	1,378	Pike	5,998
Green	29,149	Posey	19,818
Jackson	1,296	Spencer	808
Lawrence	21,089	Vanderburgh	160,422
Mississippi	65,900	Warrick	12,916
Poinsett	7,862		
Randolph	15,982		
Sharp	2,250		

# KFVS

5000 WATTS • CAPE GIRARDEAU, MISSOURI



**960**  
KC

# KFVS RADIO



5000 WATTS  
DAY  
500 WATTS  
NIGHT  
D.A.

CAPE GIRARDEAU, MISSOURI TELEPHONE ED 5-5511 TWX 968

Division of HIRSCH BROADCASTING CO. Oscar C. Hirsch, President



# KFVS-Radio

5000 watts • 960kc

Population within

0.5 mv contour 644,865

Population within

0.1 mv contour 3,844,138

Total Retail Sales within 0.5 mv contour \$713,703,000

Categories:

Food \$156,099,000

Eat and Drink \$36,311,000

General Merchandise \$55,897,000

Automotive \$112,315,000

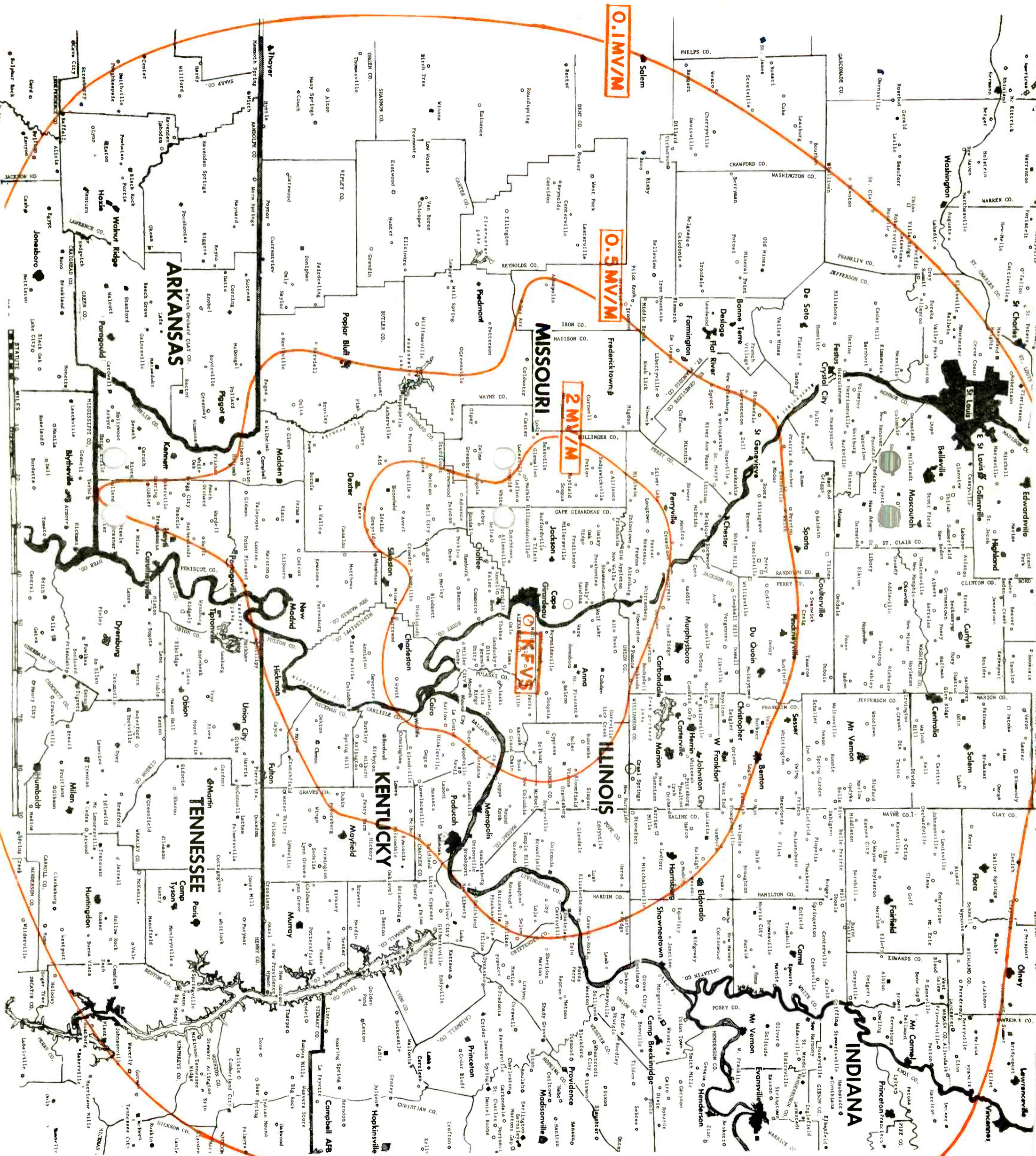
Gas Stations \$57,071,000

Apparel \$37,088,000

Furniture & Home Appliance \$31,039,000

Lumber and Building Hardware \$67,110,000

Drugs \$18,511,000



# KFVS-Radio Cape Girardeau, Missouri

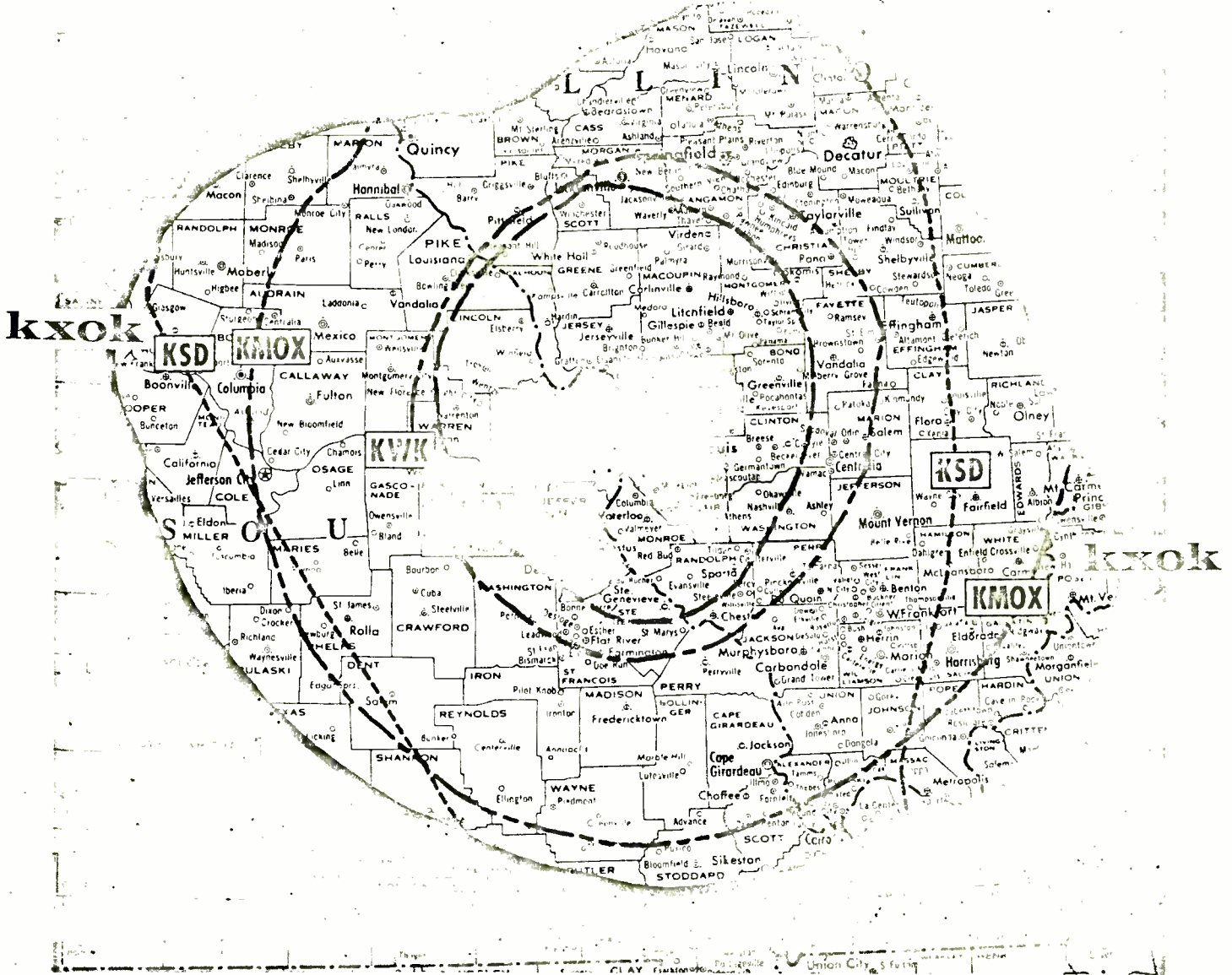
960 KC

5000 WATTS DAY  
500 WATTS NIGHT  
D.A.



# KXOK/630 on your radio dial

State Board of Public Utilities, State of Iowa



## HALF-MILLIVOLT DAYTIME INTERFERENCE-FREE CONTOURS

Source: Jansky & Bailey, Inc., Washington, D.C.

0 20 40 60 80 100

Scale of Miles

52,087  
Square Miles

49,147  
Square Miles

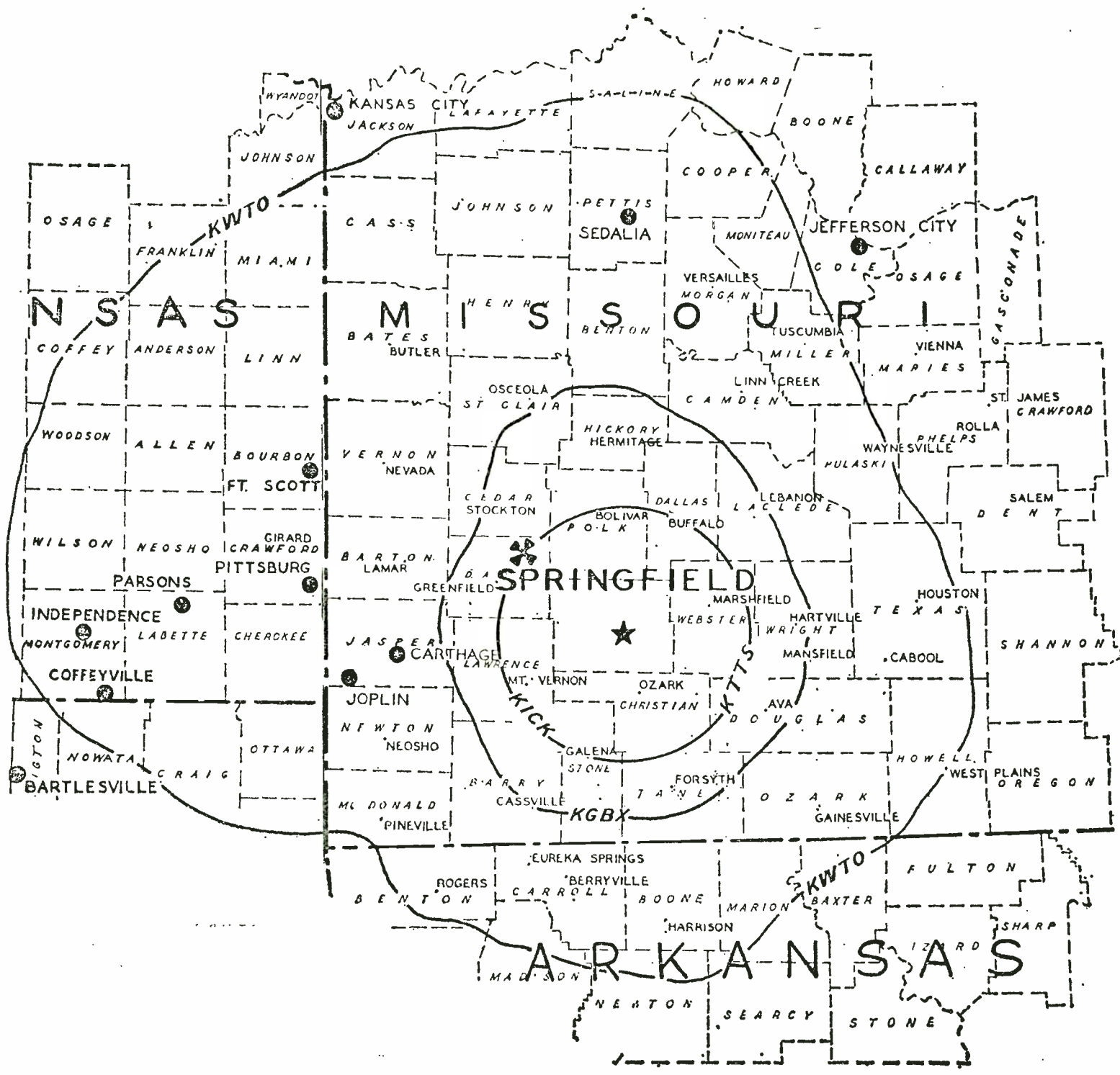
47,030  
Square Miles

14,460  
Square Miles

9,864  
Square Miles

KXOK 630Kc	KSD 550Kc	KMOX 1120Kc	KVN 1380Kc	WIL 1430Kc
5,000 Watts	5,000 Watts	50,000 Watts	5,000 Watts	5,000 Watts



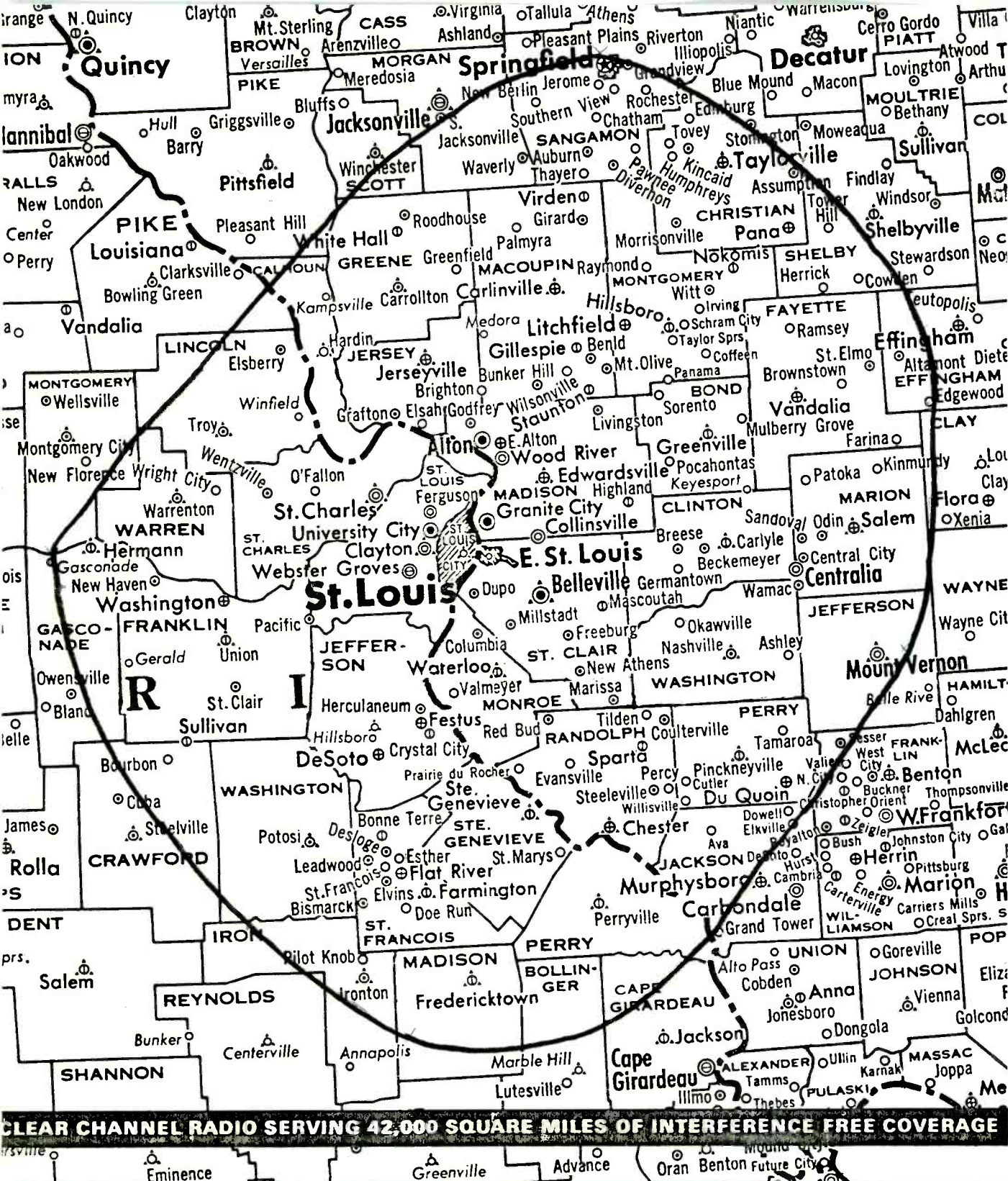


✕ DAYTIME ESTIMATED  
 1/2 MV/M CONTOUR  
 BASED ON SOIL  
 CONDUCTIVITY

DAYTIME CONTOUR COVERAGE  
 COMPARISONS BASED ON  
 1/2 MV/M ENGINEERING  
 MEASUREMENTS OF KWTO-  
 KGBX - KICK - KTTS







Retail Rate Card #13  
July 1, 1966



**WELW**

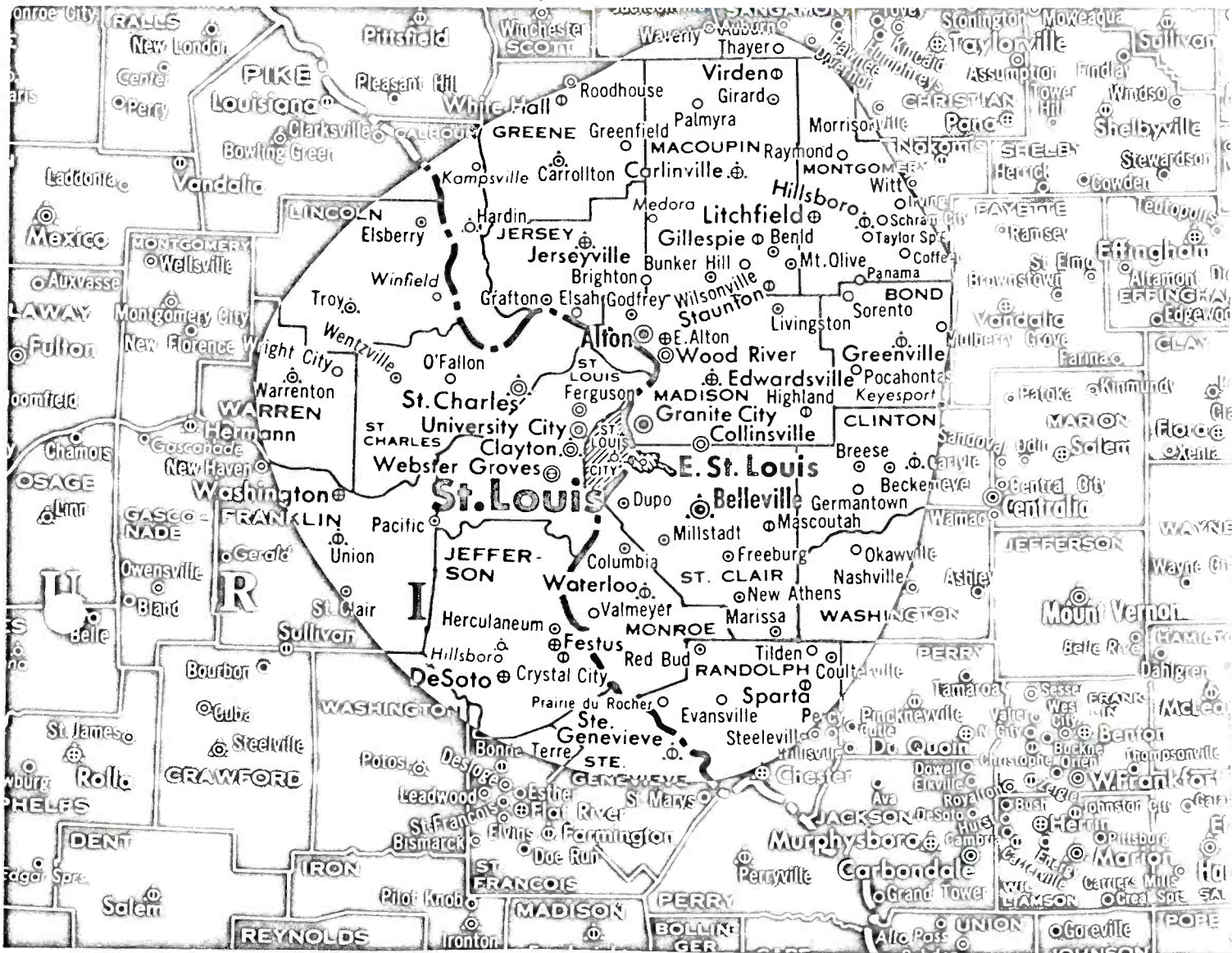
**77**

on your dial

**CLEAR CHANNEL RADIO SERVING 42,000 SQUARE MILES OF INTERFERENCE FREE COVERAGE**



WIL-1430



**PERSONNEL**

President—Frederic Gregg, Jr.  
General Manager—Tom Perryman  
General Sales Manager—Lew Birchfield

**REPRESENTATIVES**

Edward Petry & Company, Inc.  
LIN Sta. Sales Office: See Rep. & S/O pages.

**FACILITIES**

5,000 W; 1430 kc Directional—separate patterns day and night.  
Operating schedule: 24 hours daily: CST.  
Antenna—HT.—320 ft. above average terrain.

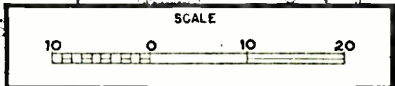
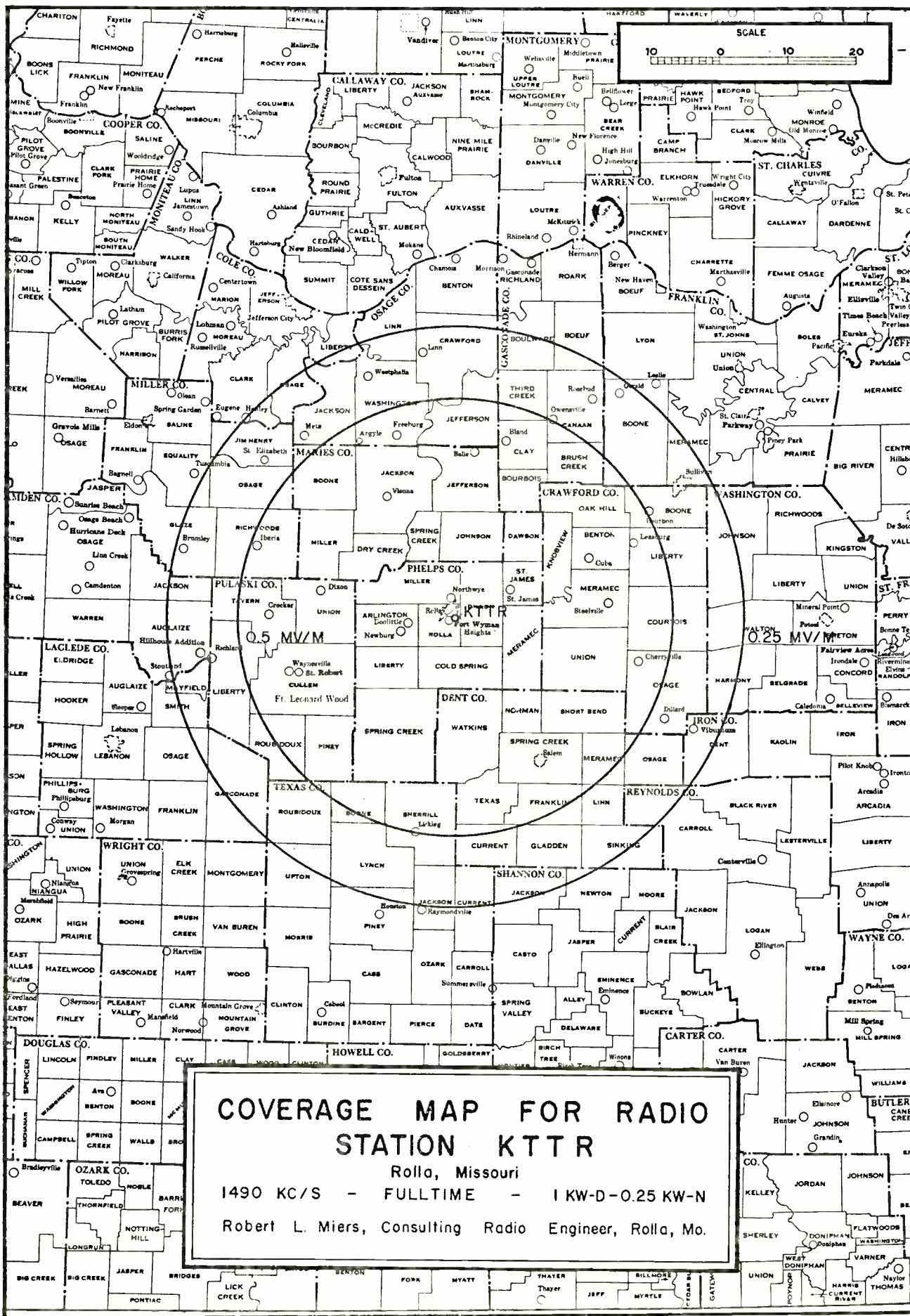
**AGENCY COMMISSION**

15/0 Time only.

**GENERAL ADVERTISING**

(See coded regulations)  
NAB Radio Code Advertising Standards apply.  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates and Protection: 20b, 21b, 21d, 22b, 25a, 27, 28c, 29b, 30, 32b, 33d.  
Contracts, Acceptance/Requirements: 40a, 41, 44b, 45, 46, 50, 51c.  
Combinability: 60e, 60i.  
Continuing Discounts/Renewal: 61a, 62b.  
Cancellation/Preemption: 70a, 70c, 71a, 72, 73b.  
Production Services: 80, 81, 82.  
Affiliated with ABC Radio Network





**COVERAGE MAP FOR RADIO STATION KTTR**  
 Rolla, Missouri  
 1490 KC/S - FULLTIME - 1 KW-D-0.25 KW-N  
 Robert L. Miers, Consulting Radio Engineer, Rolla, Mo.

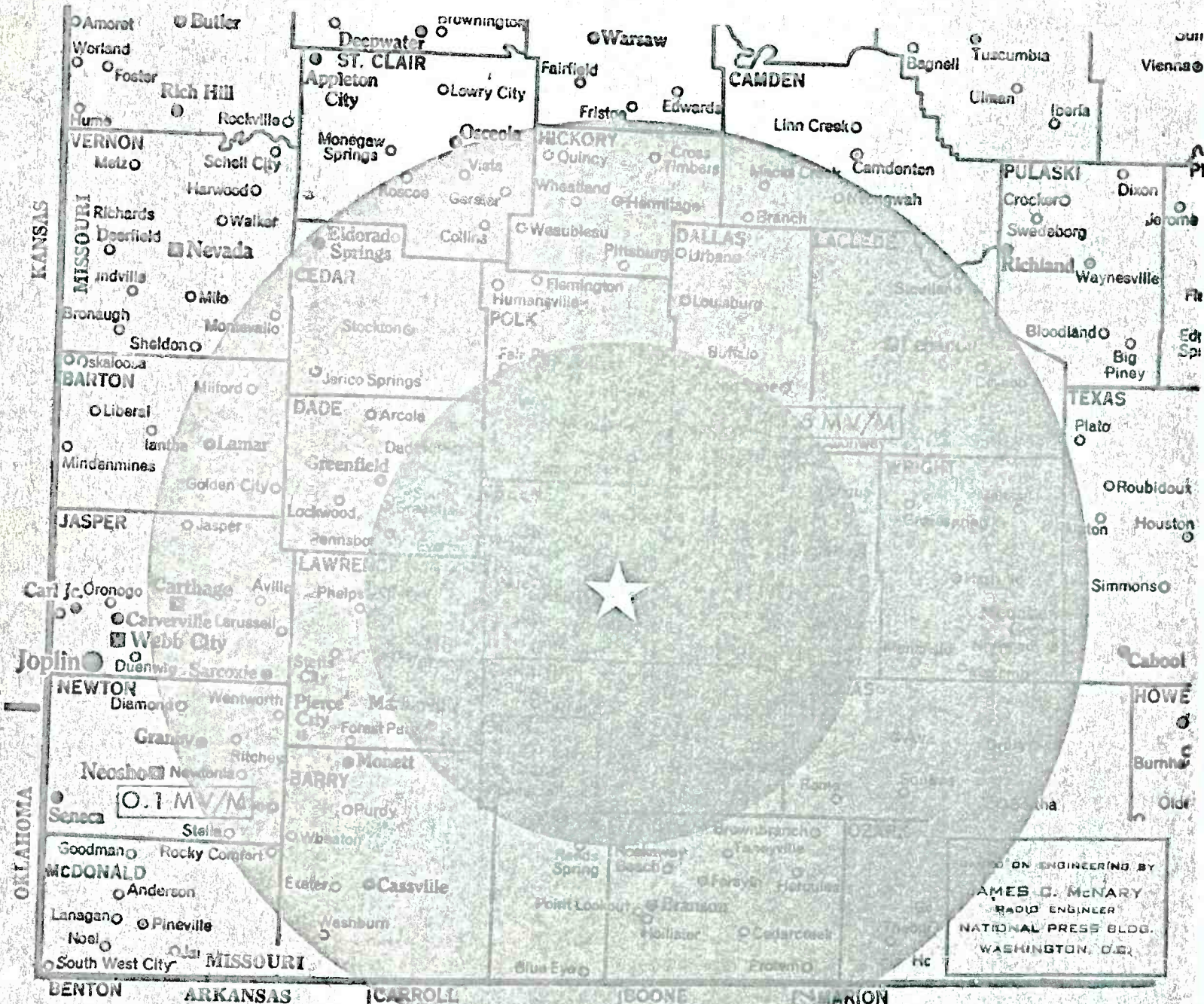
0.5 MV/M

0.25 MV/M



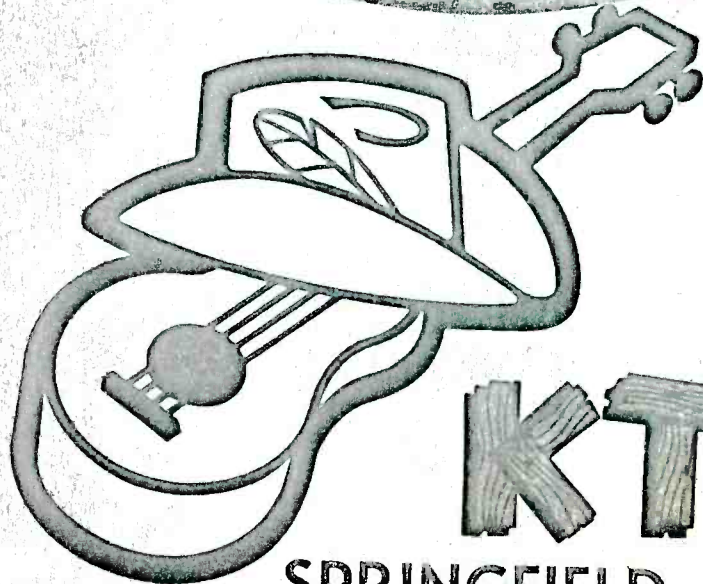
# COVERAGE MAP

KTTS AM & FM, Springfield's two modern country stations have coverage that counts. A large portion of the consumer spendable income in Southwest Missouri lies within Greene and adjoining counties . . . a virtual island of busy people untouched by outside media. Springfield is a great test market and KTTS AM & FM deliver the listeners who react big to advertising.



DESIGNED ON ENGINEERING BY  
 JAMES O. McNARY  
 RADIO ENGINEER  
 NATIONAL PRESS BLDG.  
 WASHINGTON, D.C.

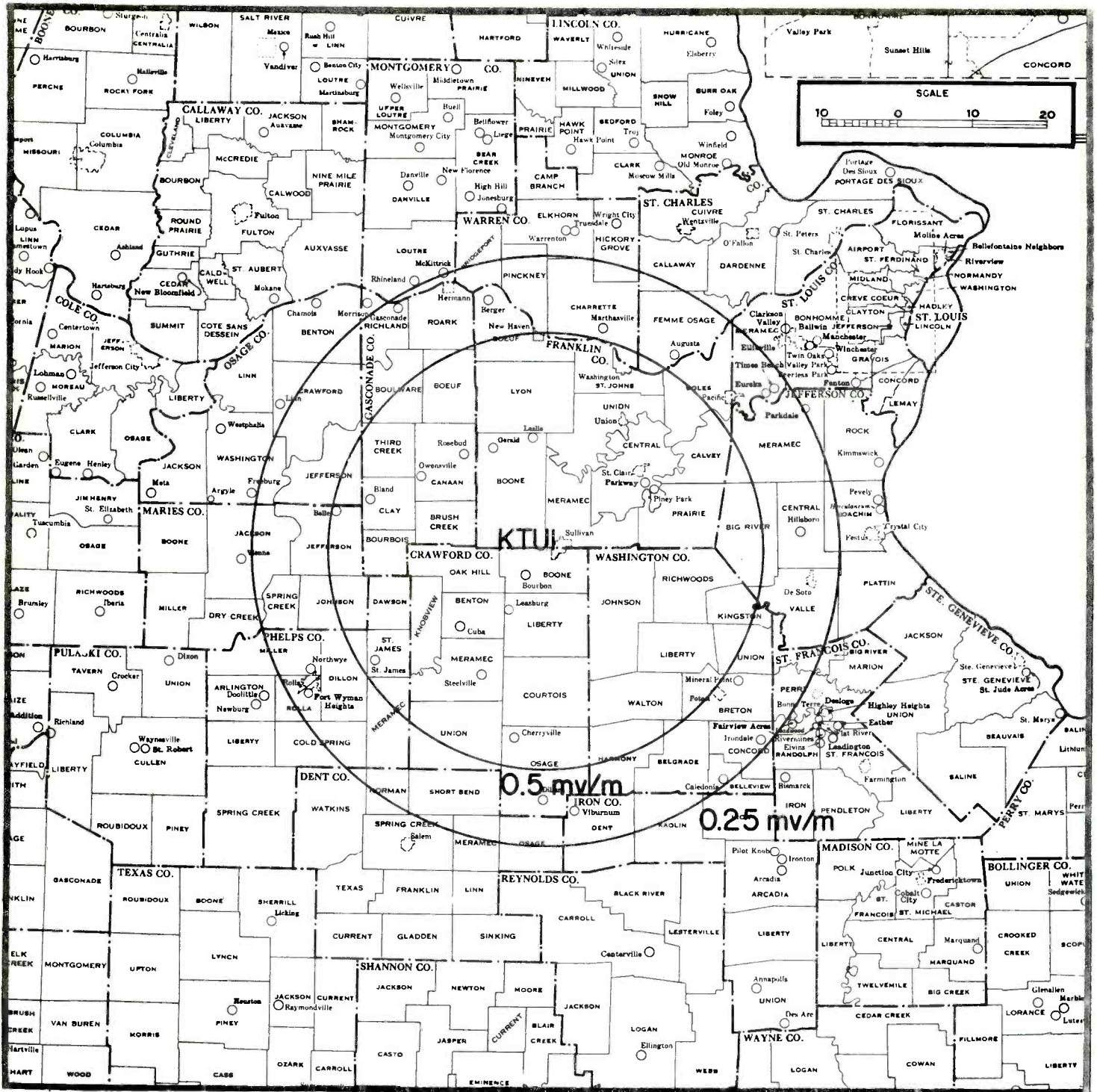
1000 WATTS, DAYTIME  
 250 WATTS, NIGHT



# KTTS

SPRINGFIELD, MISSOURI





# COVERAGE MAP FOR RADIO STATION KTUI

Sullivan, Missouri

1560 KHz 1,000 Watts Day 500 PSA

Robert L. Miers, Consulting Engineer, Rolla, Mo.



# KWOC 5,000 Watt Giant

0.5 MVM

# KWOC

Poplar Bluff, Missouri

TRADE CAPITAL OF SOUTHEAST MISSOURI

## BIG K RADIO

5000 Watts Days	★	16,000 Watts
930 KC	★	FM
500 Watts Nights	★	94.5 Fulltime

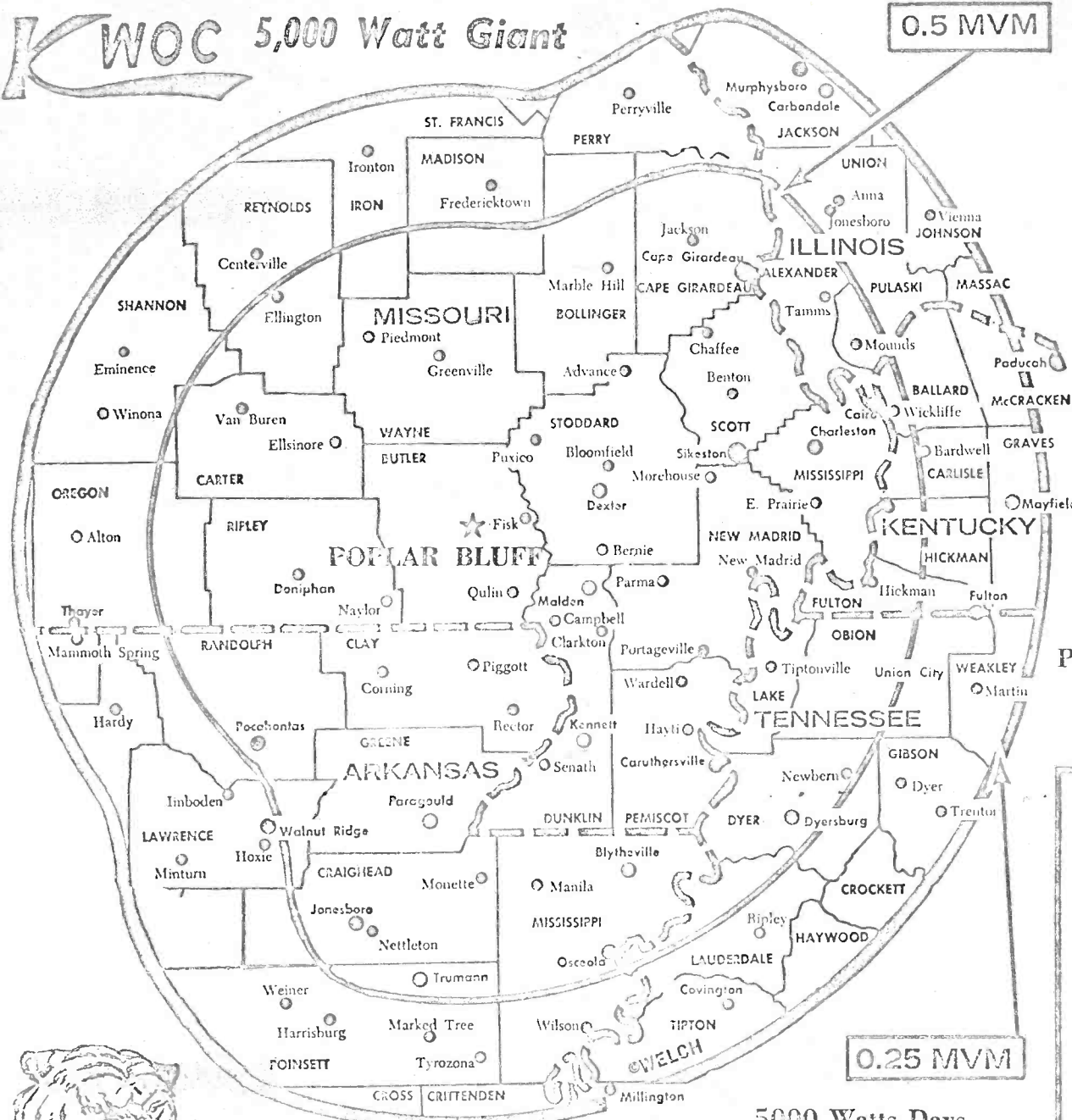
### KWOC

P. O. Box 405

Phone SU5-8950

Main Studio—Valley Plaza Shopping Center

POPLAR BLUFF, MISSOURI



# KWOC

Poplar Bluff, Missouri

5000 Watts Days  
930 KC  
500 Watts Nights  
Coast-to-Coast  
Representatives:  
SAVALGATES, INC.

MARKET DATA:	0.5 MVM Coverage	0.25 MVM Coverage
Population	546,200	992,300
Households	160,120	293,350
Radio Homes	141,720	261,220
Automobiles	157,240	295,400
Spendable Income	\$705,671,000	1,273,148,000
<b>RETAIL DATA:</b>		
Food Stores	\$127,515,000	230,026,000
Drug Stores	\$15,813,000	28,194,000
General Merchandise	\$41,647,000	79,784,000
Apparel Stores	\$29,098,000	48,614,000
Home Furnishings	\$23,705,000	38,720,000
Automobile Sales	\$99,493,000	187,949,000
Service Stations	\$53,095,000	93,812,000
Total Retail Sales	\$525,717,000	950,940,000
<b>FARM DATA:</b>		
Population	157,400	311,200
Gross Farm Income	\$443,756,000	729,319,000

SOURCE: SRDS Consumer Data exclusively.

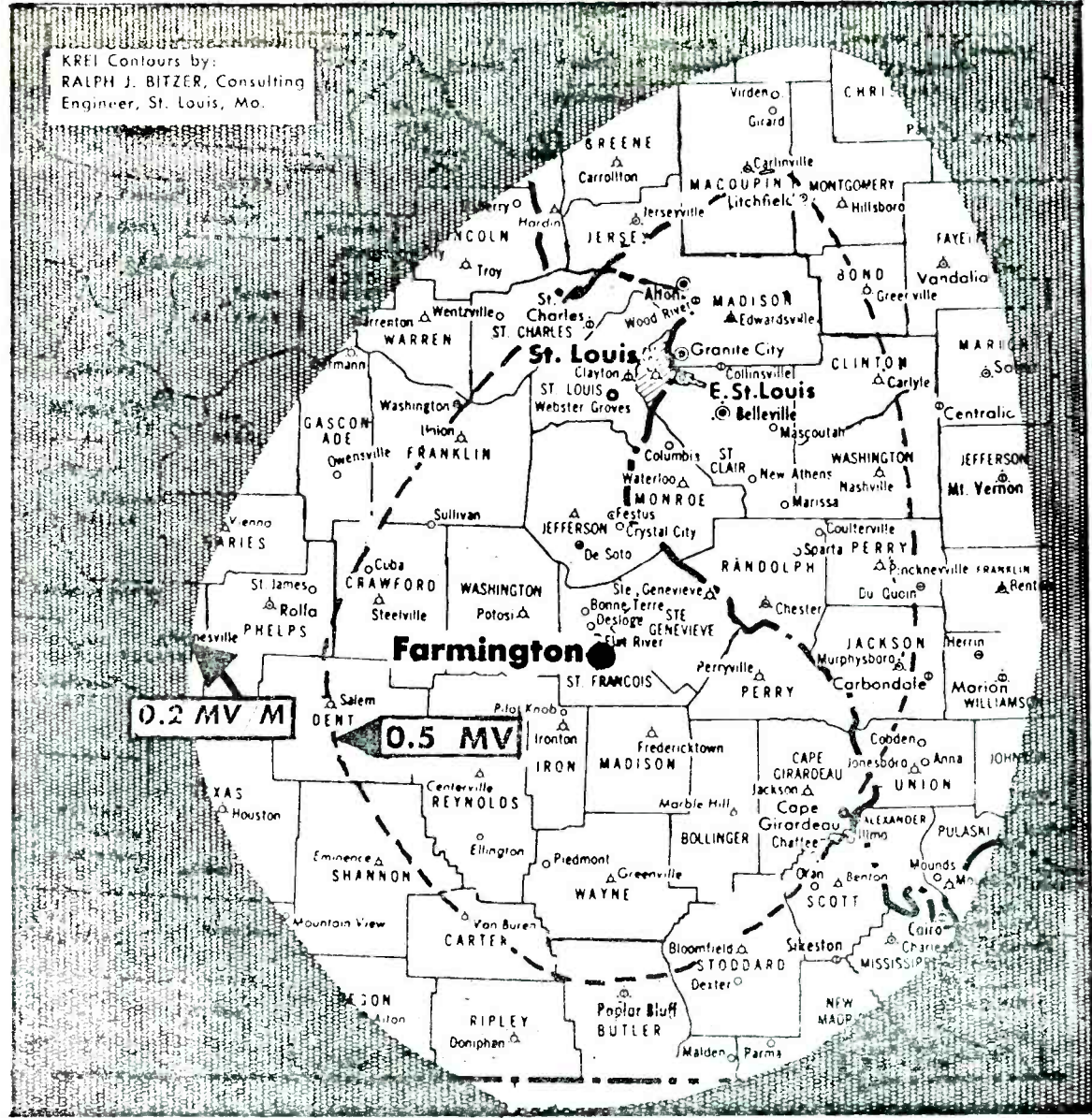
Prepared by MARKET DATA ASSOCIATES



# KREI

1000 WATTS  
at  
800 KC.

Serving  
Southeast  
Missouri



MARKET DATA:	Within	
	0.5 MV/M Coverage	0.2 MV/M Coverage
Total Population.....	3,498,700	4,590,700
Total Households.....	977,080	1,317,890
Total Radio Homes.....	937,997	1,265,174
Total Passenger Cars.....	967,309	1,304,711
Spendable Income.....	\$6,047,535,000	7,936,404,000

RETAIL DATA:	Within	
	0.5 MV/M Coverage	0.2 MV/M Coverage
Food Sales.....	\$ 943,332,000	1,233,688,000
Drug Sales.....	\$ 145,244,000	185,103,000
Eat-Drink Places.....	\$ 525,514,000	637,275,000
Genl. Merchandise Sales.....	\$ 597,175,000	724,176,000
Apparel Sales.....	\$ 224,351,000	287,341,000
Home Furnishing Sales.....	\$ 248,336,000	313,367,000
Automotive Sales.....	\$ 787,873,000	1,044,453,000
Filling Station Sales.....	\$ 234,496,000	395,094,000
Building Materials.....	\$ 355,620,000	493,870,000
TOTAL RETAIL SALES.....	\$4,150,278,000	5,415,201,000
TOTAL WHOLESALE SALES.....	\$2,407,211,000	3,140,717,000
TOTAL SERVICE RECEIPTS.....	\$ 830,056,000	1,082,040,000

FARM DATA		
Total Farm Population.....	134,900	309,100
Farm Households.....	33,725	77,525
Farm AM Radio Homes.....	33,051	75,975
Farm Passenger Cars.....	30,353	69,773
Total Farm Income.....	\$ 148,768,000	506,309,000

SOURCE: SRDS Consumer Data; Sales Management Survey of Buying Power; U.S. Department of Commerce; RETMA.

Prepared by Wilmarkay Research Company.

# KREI

## Farmington, Missouri

1000 LIVE CLEAR CHANNEL WATTS AT 800 Kc

Serving Missourians and Illinoisians at Home, Work and Play since 1948.

- UPI World News on the hour ... Complete local News and on the spot reports. Weather on the half-hour.
- Sports News 15 before the hour ... local live Sports Features ... Plus Missouri University Football.
- 3 Five Minute summaries of Farm Market Reports a day ... Special Homemakers Features and Community Service Programs.
- Modern Middle of the Road Music

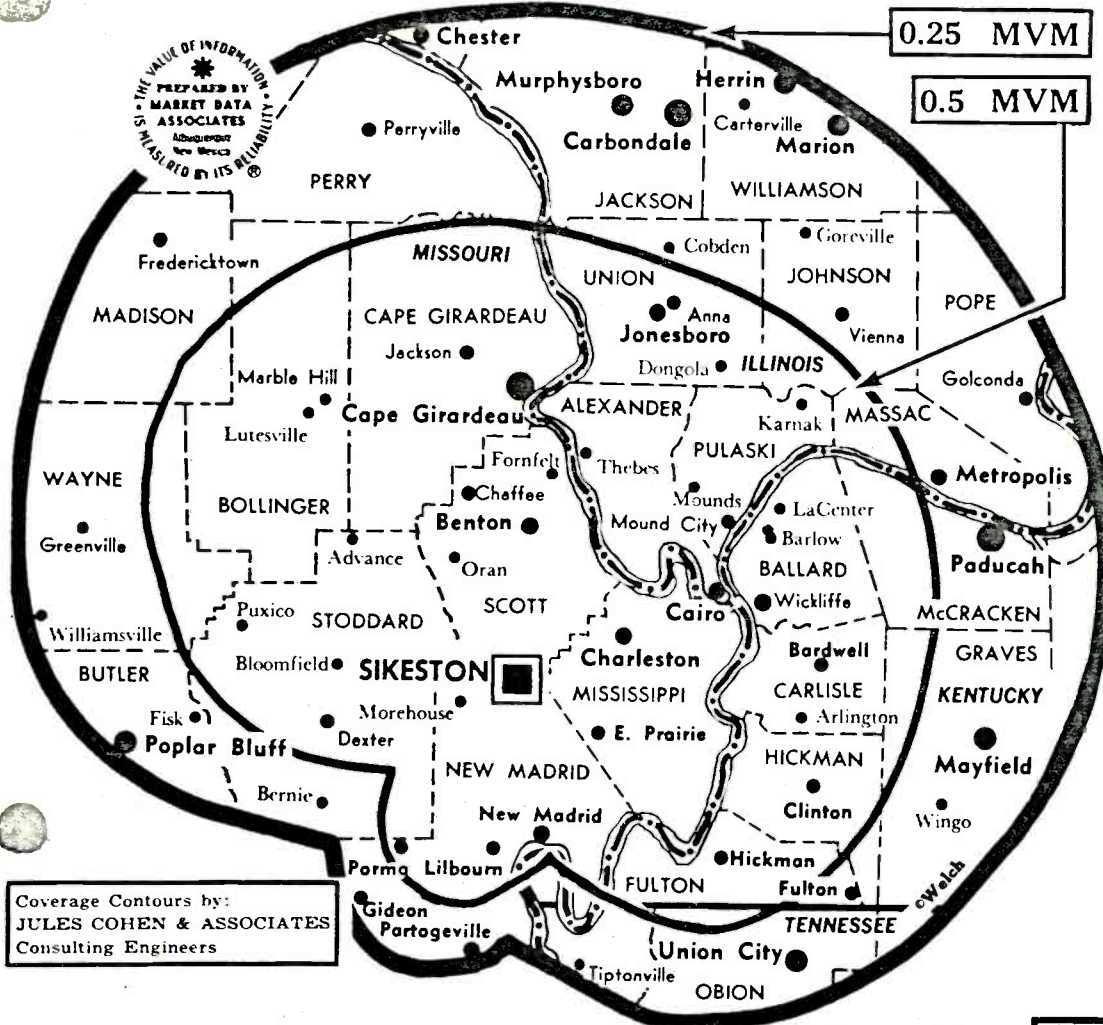
# KREI

OWNED BY THE MIDWEST BROADCASTING SYSTEM  
 CECIL W. ROBERTS, General Manager  
 P.O. Box 270 Phone PLateau 6-5125  
 St. Francois County's Most Popular Station  
 FARMINGTON, MISSOURI



# 5000 Watts - Clear Channel - 1520 Radio

# KMPL



Coverage Contours by:  
**JULES COHEN & ASSOCIATES**  
 Consulting Engineers

**SIKESTON**, trade, industrial and distribution center of Missouri's famous Bootheel region, is a city of 16,302 friendly people and one old crab!

**Sikeston** is located at the juncture of US Highways 60, 61, and 62; brand-new Interstate Expressways 55 and 57 . . . and is served by both the Missouri Pacific and Frisco Railroads.

**Sikeston** lies in the fertile Delta farming region with some of the top production soils in the USA. The land produces cotton, corn and soybeans. Thousands of head of cattle and hogs are produced in the region. Nowadays, most farms are 100% mechanized.

**Sikeston** is a distributive center for a five-county area. There are 36 wholesale firms employing more than 400 persons.

**Sikeston** industries include some old-timers. About 1750 are employed by such firms as Scott County Milling Company, Coca-Cola Bottling Co., Hart's Bakery, International Shoe Co., Reiss Dairy, Steward Steel Co., Spencer Chemical, Buckles Safety Belt, Anchor Toy Co., Canvas Products Inc., Hedrick Concrete Products and Potlatch Forests, Inc.

**KMPL RADIO** serves Sikeston, Missouri's Bootheel, portions of northwest Kentucky and extreme southern Illinois with the finest quality service, advertising and programming fulltime!

**KMPL RADIO** broadcasts on a frequency of 1520 kc, with 5000 watts daytime, 500 watts nighttime. **KMPL** presents the finest music-news-sports-public service format available including **UPI Audio News** . . . the sound of news . . . everywhere! Clear Channel Radio, too!

# KMPL

**FULLTIME  
 CLEAR CHANNEL**

**5000 Watts Daytime**

---

**500 Watts Nighttime**

**SEMO BROADCASTING CORPORATION**  
 Phone (314) 471-1520  
 P. O. Box 907  
 SIKESTON, MISSOURI 63801

<b>Market Data:</b>	0.5 MVM Coverage	0.25 MVM Coverage
Population .....	261,230	743,921
Households .....	79,130	231,910
Radio Homes .....	78,400	229,740
Private Autos .....	92,880	215,540
Spendable Income .....	\$ 441,518,000	1,255,603,000
<b>RETAIL SALES:</b>		
Food Stores .....	\$ 72,941,000	218,140,000
Drug Stores .....	\$ 9,170,000	25,932,000
Genl. Merchandise .....	\$ 33,817,000	132,874,000
Apparel Stores .....	\$ 16,152,000	49,400,000
Home Furnishings .....	\$ 15,122,000	43,840,000
Auto Sales .....	\$ 65,585,000	181,458,000
Service Stations .....	\$ 30,811,000	89,322,000
<b>TOTAL RETAIL SALES</b> .....	<b>\$ 372,417,000</b>	<b>998,384,000</b>
<b>FARM DATA:</b>		
Farm Population .....	64,650	158,430
Gross Farm Income .....	\$ 169,753,000	352,530,000
<b>SOURCE: SRDS Consumer Data 1966.</b>		



**Phone (314) 471-1520**  
**P. O. Box 907**  
**SIKESTON, MISSOURI 63801**



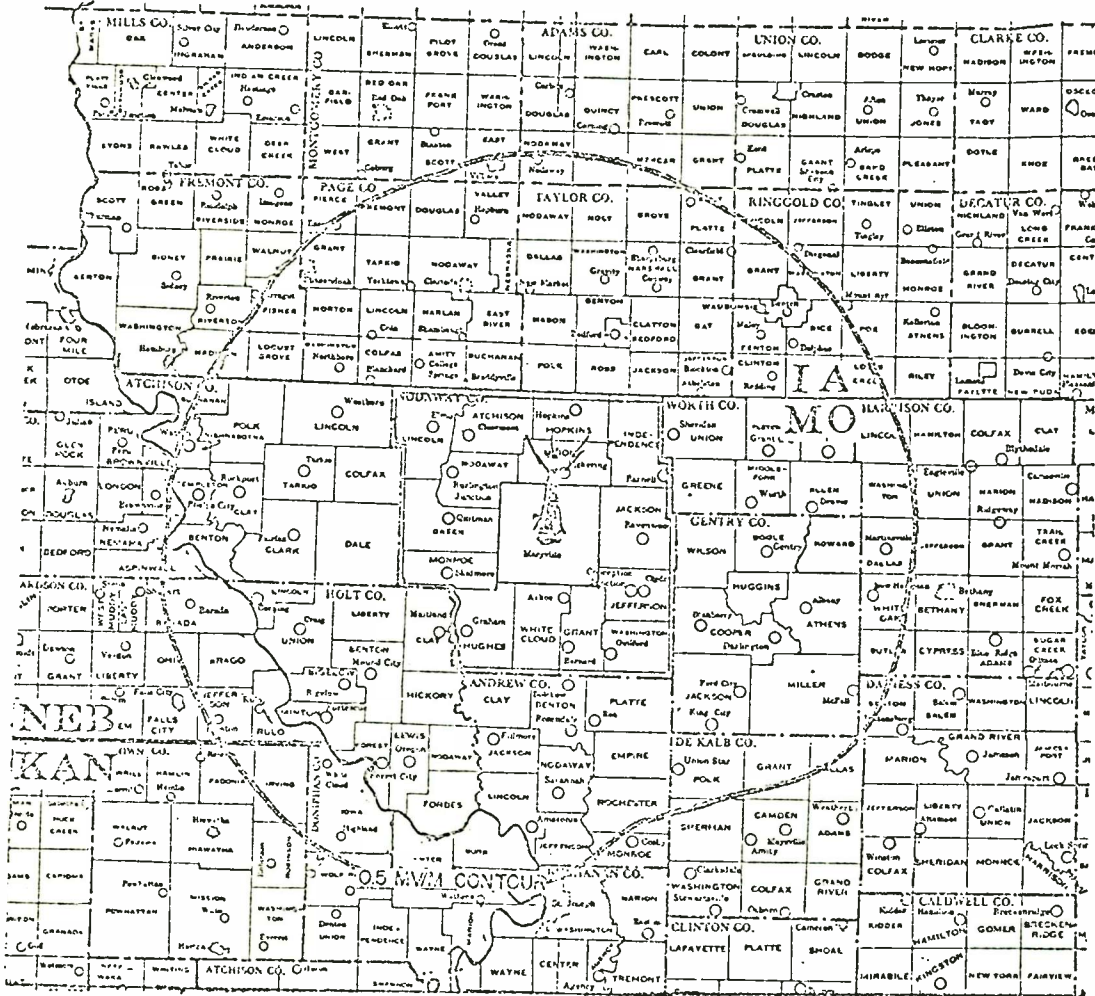
KRM

Clear Channel Service

1580 kc

Madawscy County — Missouri

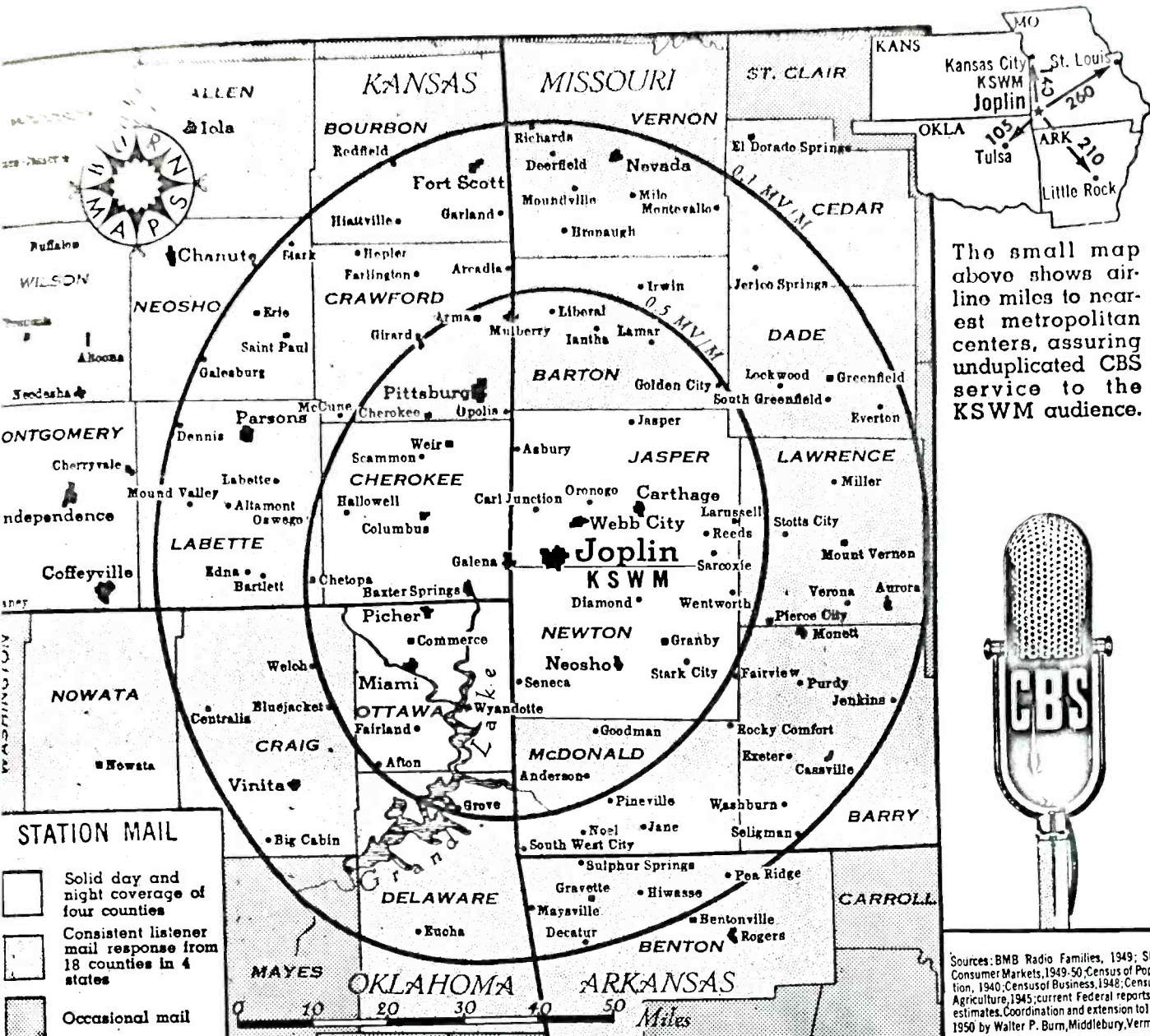
Four State Hub



Primary Daily Voice of Four State Hub !!

200,000 People with area retail sales of nearly \$200,000,000.00.





The small map above shows air-line miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.



Sources: BMB Radio Families, 1949; SROS Consumer Markets, 1949-50; Census of Population, 1940; Census of Business, 1948; Census of Agriculture, 1945; current Federal reports and estimates. Coordination and extension to 1949-1950 by Walter P. Burn, Middlebury, Vermont.

- STATION MAIL**
- Solid day and night coverage of four counties
  - Consistent listener mail response from 18 counties in 4 states
  - Occasional mail

250 W  
230 KC

# KSWM

FULL TIME

**CBS NETWORK IN JOPLIN, MO.**

KSWM is doing a regional-metropolitan job for the great Joplin District, best diversified area of the southwest among agriculture, mining and industry.

Owned and operated by  
**AIR TIME, INC.**

1928 West 13th Street Telephone 7260  
Austin A. Harrison, President & General Manager

# JOPLIN, MO.

Nationally Represented by **WILLIAM G. RAMBEAU CO.**

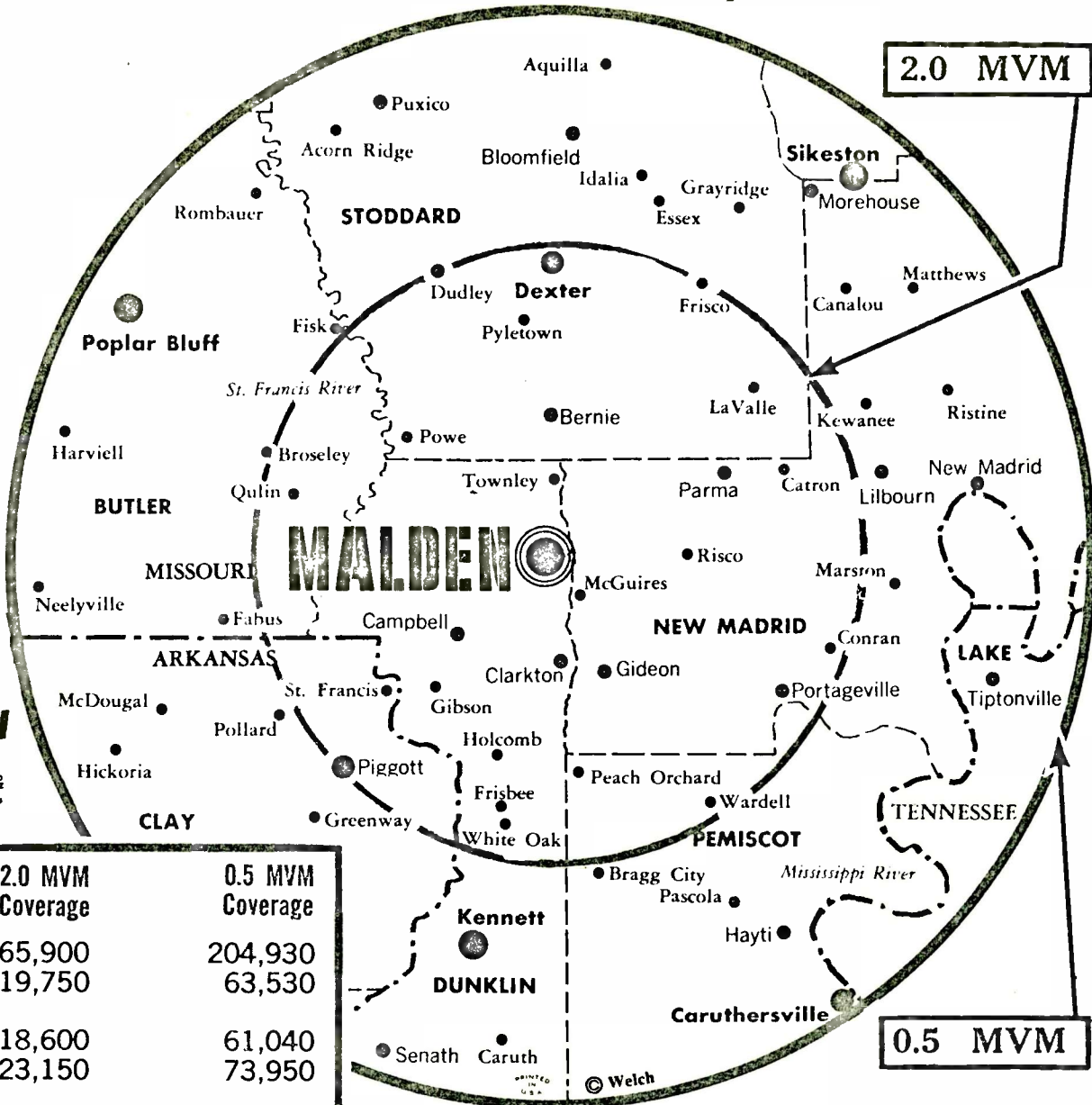
1950 DATA	Within 0.5 MV/M	Within 1.1 MV/M	Total Mail
	Coverage, DAY	Coverage, DAY	
<b>AUDIENCE, 1950</b>			
Population	249,200	446,600	616,000
In Communities	194,300	291,600	397,900
On Farms	54,900	155,000	218,100
Households	78,350	138,300	191,000
In Communities	64,500	96,920	132,770
On Farms	13,850	41,380	58,230
Radio Homes	72,500	127,150	175,500
In Communities	59,720	89,350	122,480
On Farms	12,780	37,800	53,020
<b>RETAIL MARKET, 1948, by store classes, \$000</b>			
Food Stores	31,240	59,450	86,000
General Merchandise Stores	18,650	24,780	37,910
Apparel Stores	7,800	12,360	18,300
Home Furnishings Stores	8,460	13,420	19,120
Automotive Outlets	46,700	70,850	102,100
Filling Stations	10,710	18,800	26,400
Building Mtl. Hardware	11,980	27,000	41,700
Eating-Drinking Places	9,240	13,500	17,900
Drug Stores	5,370	8,900	12,380
All Other Stores	15,700	32,490	47,200
<b>TOTAL RETAIL SALES</b>	<b>172,850</b>	<b>285,550</b>	<b>409,010</b>
<b>FARM MARKET, 1949</b>			
Number of Farms	13,600	38,780	54,270
Automotive Vehicles	22,000	57,600	82,400
Cost of Feed Purchased \$000	8,670	27,000	42,600
Value of Products \$000	39,600	120,000	170,700
\$000, expressed in thousands of dollars			

1230 KHz.

**"The Home of the Country Gentlemen"**

**K  
T  
C  
B  
RADIO**

**MALDEN,  
MISSOURI**



<b>Market Data:</b>	<b>2.0 MVM Coverage</b>	<b>0.5 MVM Coverage</b>
Population	65,900	204,930
Households	19,750	63,530
Radio Homes	18,600	61,040
Automobiles	23,150	73,950
<b>Spendable Income</b>	<b>\$ 98,634,000</b>	<b>278,544,000</b>
<b>RETAIL SALES:</b>		
Food Stores	\$ 16,573,000	48,345,000
Drug Stores	\$ 2,099,000	5,043,000
General Mdse.	\$ 4,199,000	12,945,000
Apparel Stores	\$ 2,573,000	10,788,000
Home Furnishings	\$ 4,306,000	8,616,000
Auto Sales	\$ 14,717,000	46,775,000
Service Stations	\$ 8,696,000	21,195,000
<b>*Total Retail Sales</b>	<b>\$ 84,685,000</b>	<b>231,096,000</b>
<b>FARM DATA:</b>		
Farm Population	20,050	65,480
Gross Income	\$ 75,554,000	190,074,000
<b>SOURCE: SRDS Consumer Data 1966.</b>		

**K T C B**

**Malden, Missouri**

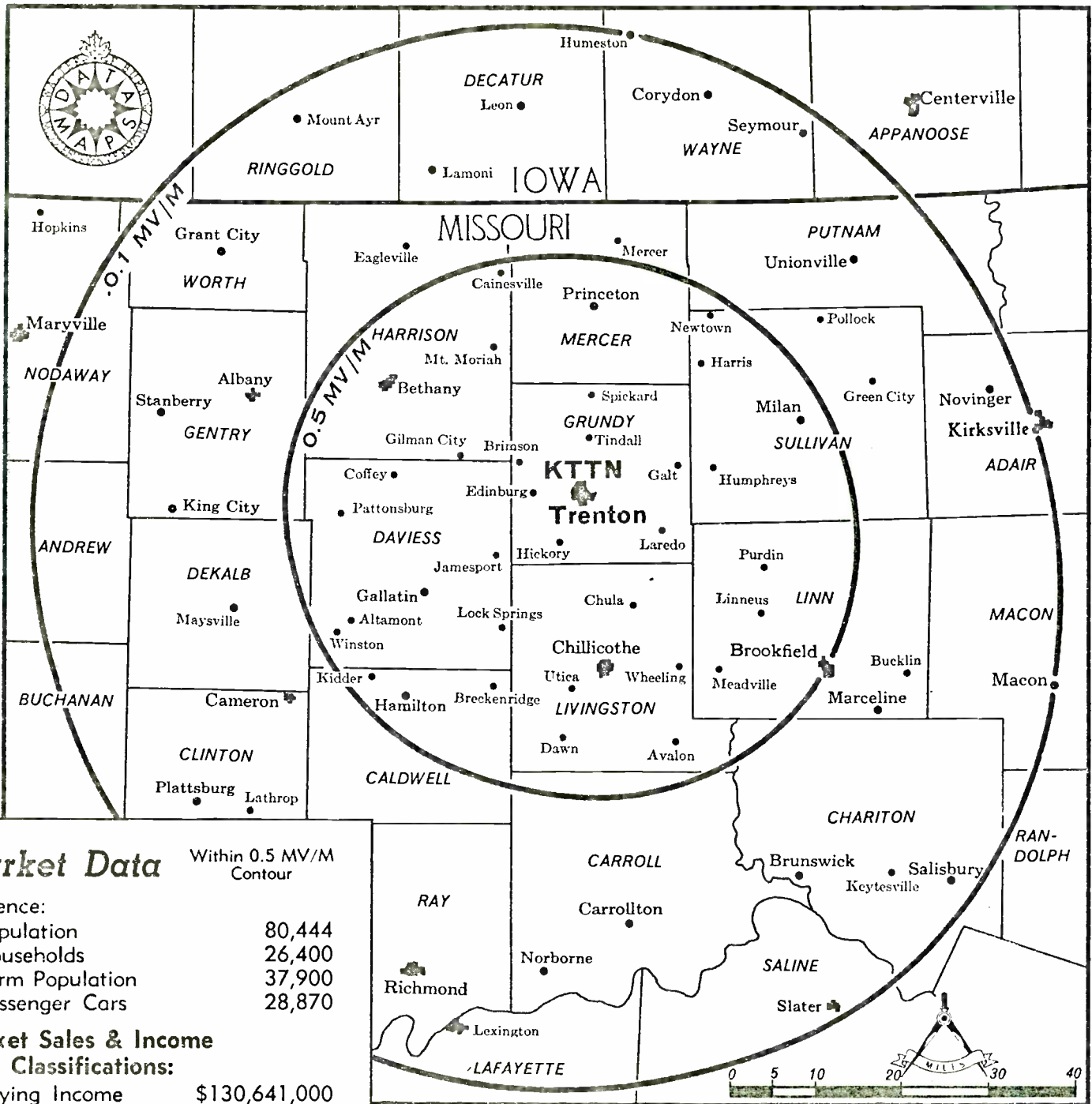
KTCB features UPI world news wire plus a local news staff . . . sports, complete weather coverage including US Weather Bureau wire service, including latest severe weather radar information . . . daily farm and market reports.

**1000 Watts at 1470 KC**

KTCB maintains a complete Mobile Studio for on-the-spot remote broadcasts plus complete news coverage capability.

**TRI-COUNTY BROADCASTING COMPANY**  
Richard J. Wiethan, General Manager  
P. O. Box 379 — Phone (314) 276-4551  
**MALDEN, MISSOURI 63863**





### Market Data

Within 0.5 MV/M Contour

#### Audience:

Population	80,444
Households	26,400
Farm Population	37,900
Passenger Cars	28,870

#### Market Sales & Income by Classifications:

Buying Income	\$130,641,000
Food Stores	17,927,000
General Merchandise Stores	9,708,000
Apparel Stores	2,950,000
Furniture & Appliances	2,620,000
Eating, Drinks, etc.	3,738,000
Drug Stores	3,126,000
Gas Stations	7,667,000
Automotive	14,282,000
Lumber, Building, Hardware & Farm Implements	17,330,000
Special Services (other than retail)	4,950,000
Total Retail Sales	96,767,000
Wholesale Sales	60,514,000
Gross Farm Income	84,609,000

RADIO STATION

# KTTN

500 W Day  
1600 KC

*Serving the Green Hills Area*

TOPS IN SALES AT THE TOP OF THE DIAL

★ ★ ★

**BREAZEL BROADCASTING COMPANY**

Clarence E. Breazel, owner

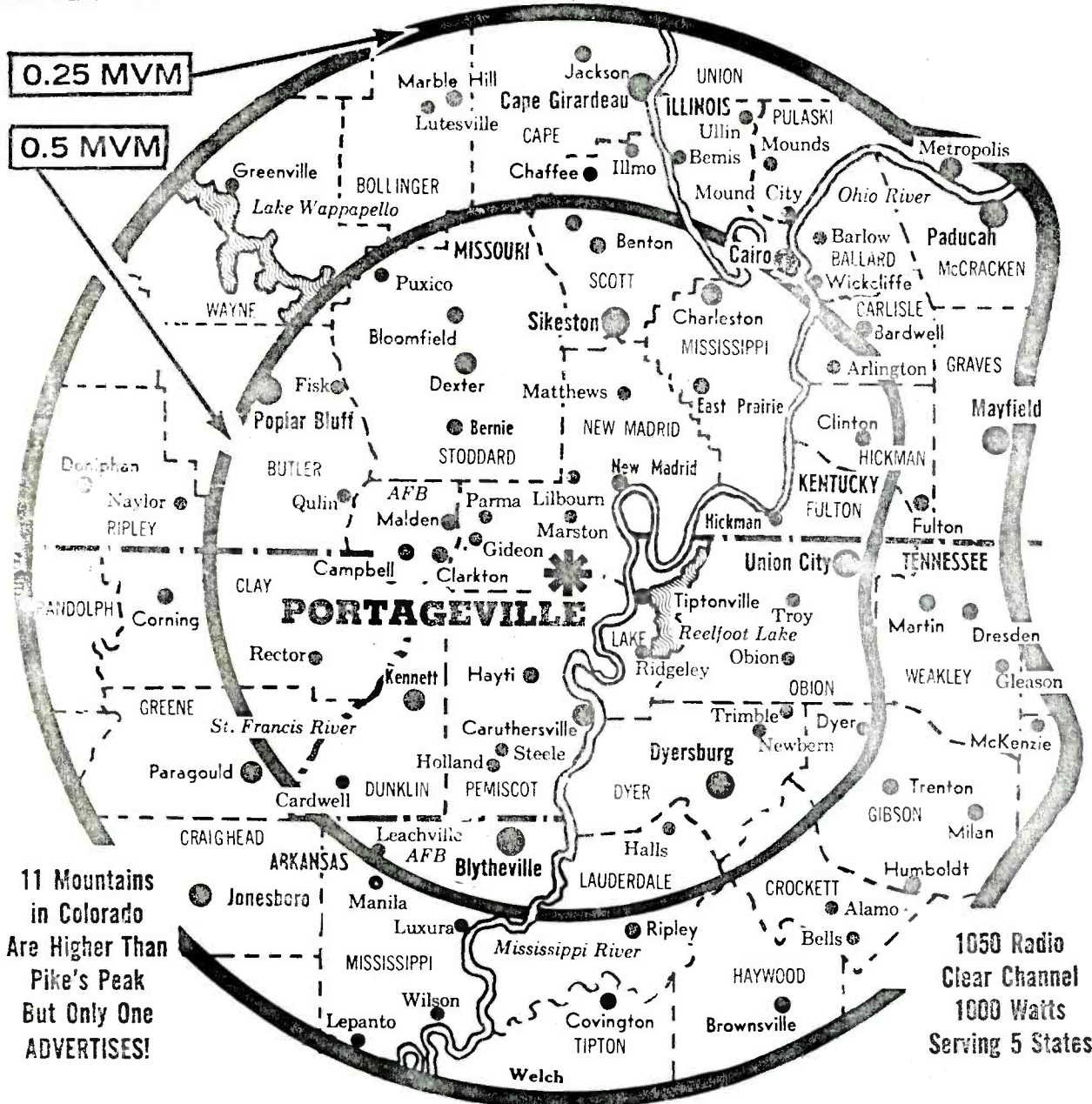
# TRENTON, MO.

Sources: Standard Rate & Data Service, Sales Management and Department of Commerce.

**KMIS-1050 Clear Channel-1000 Watts**

**K M I S**

**HOME OF THE NATIONAL SOYBEAN FESTIVAL  
Portageville, Missouri**



**11 Mountains in Colorado Are Higher Than Pike's Peak But Only One ADVERTISES!**

**KMIS**

**PORTAGEVILLE, MISSOURI**

**NATIONALLY REPRESENTED BY CONTINENTAL RADIO SALES**

Philadelphia-New York-Chicago

KMIS serves an area rich in farm crops... soybeans, cotton, wheat, corn; livestock; broiler production; cotton gins and linseed oil mills; and a variety of smaller industries... from the center of Missouri's famed Boot Heel.

**BEST in Country & Gospel Music**

**Spot Announcements-**

	1 Min	30 Sec.
1 x	\$4.00	\$3.20
13 x	3.80	3.00
26 x	3.40	2.70
52 x	3.10	2.40
104 x	2.80	2.20
156 x	2.50	2.00
260 x	2.25	1.80
312 x	1.80	1.50

**Program Rates-**

	1hr	1/2hr	1/4hr	10min	5 min
1 x	\$40	24	16	10	10

**Discounts**

13x=5% 26=10% 52x=12 1/2% 104x=15%

**MARKET DATA:**

	0.5 MVM Coverage	0.25 MVM Coverage
Population .....	413,300	889,500
Households .....	118,820	259,750
Radio Homes .....	108,610	241,960
Automobiles .....	128,950	282,990
Spendable Income .....	\$547,283,000	1,211,958,000

**RETAIL SALES:**

Food Stores .....	\$108,086,000	224,911,000
Drug Stores .....	\$ 12,254,000	26,993,000
General Merchandise .....	\$ 33,170,000	80,500,000
Apparel Stores .....	\$ 22,109,000	49,873,000
Home Furnishings .....	\$ 19,485,000	39,411,000
Auto Dealers .....	\$ 83,390,000	115,141,000
Service Stations .....	\$ 44,836,000	92,134,000
<b>Total Retail Sales.....</b>	<b>\$429,859,000</b>	<b>927,074,000</b>

**FARM DATA:**

Farm Population .....	122,600	264,600
Farm Households .....	30,650	66,150
Gross Farm Income.....	\$393,937,000	649,960,000

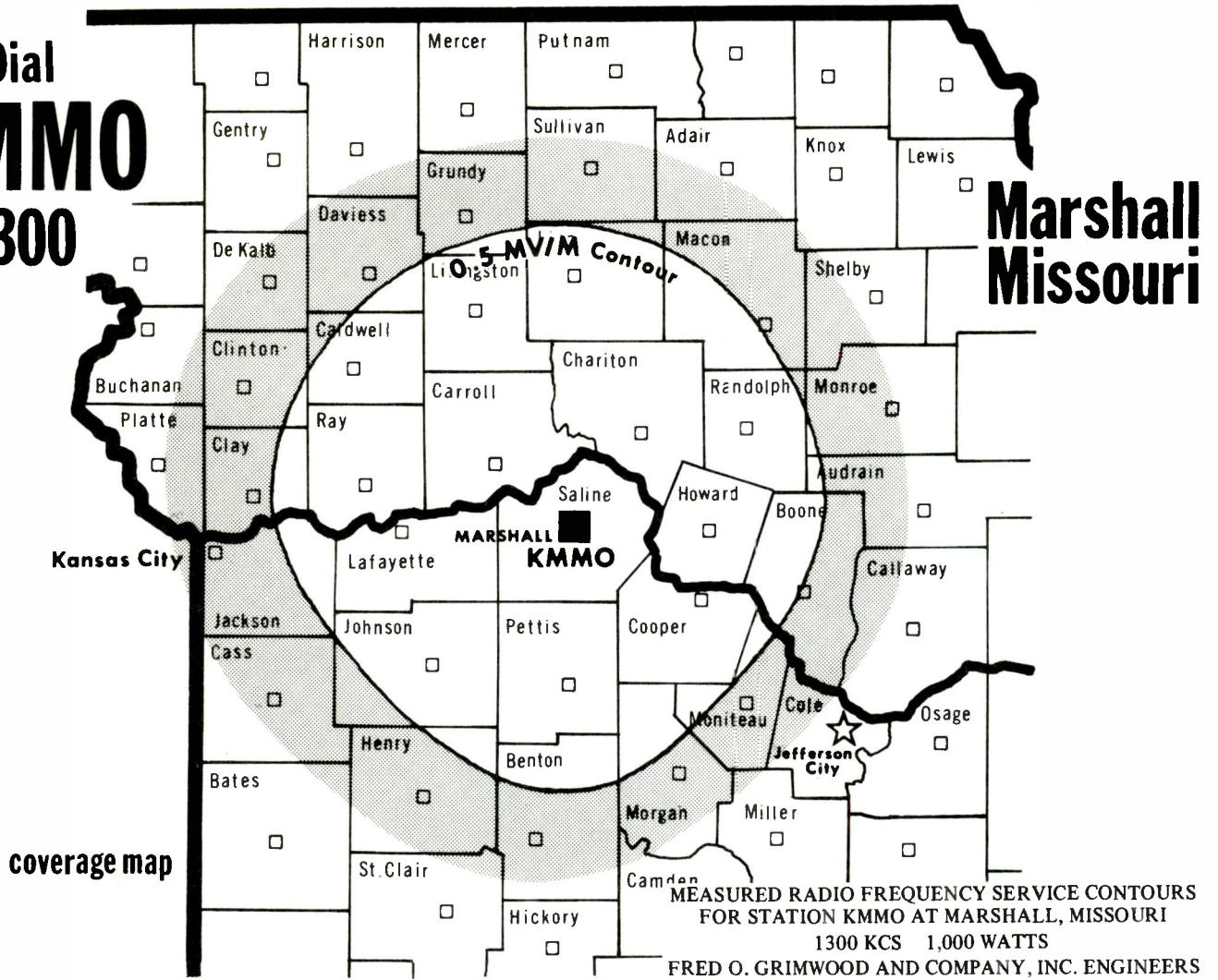
SOURCE: SRDS Consumer Data exclusively.

Prepared by MARKET DATA ASSOCIATES



•Dial  
**KMMO**  
**1300**

**Marshall  
Missouri**



**K M M O**

**.05 Mil. Area Profile**

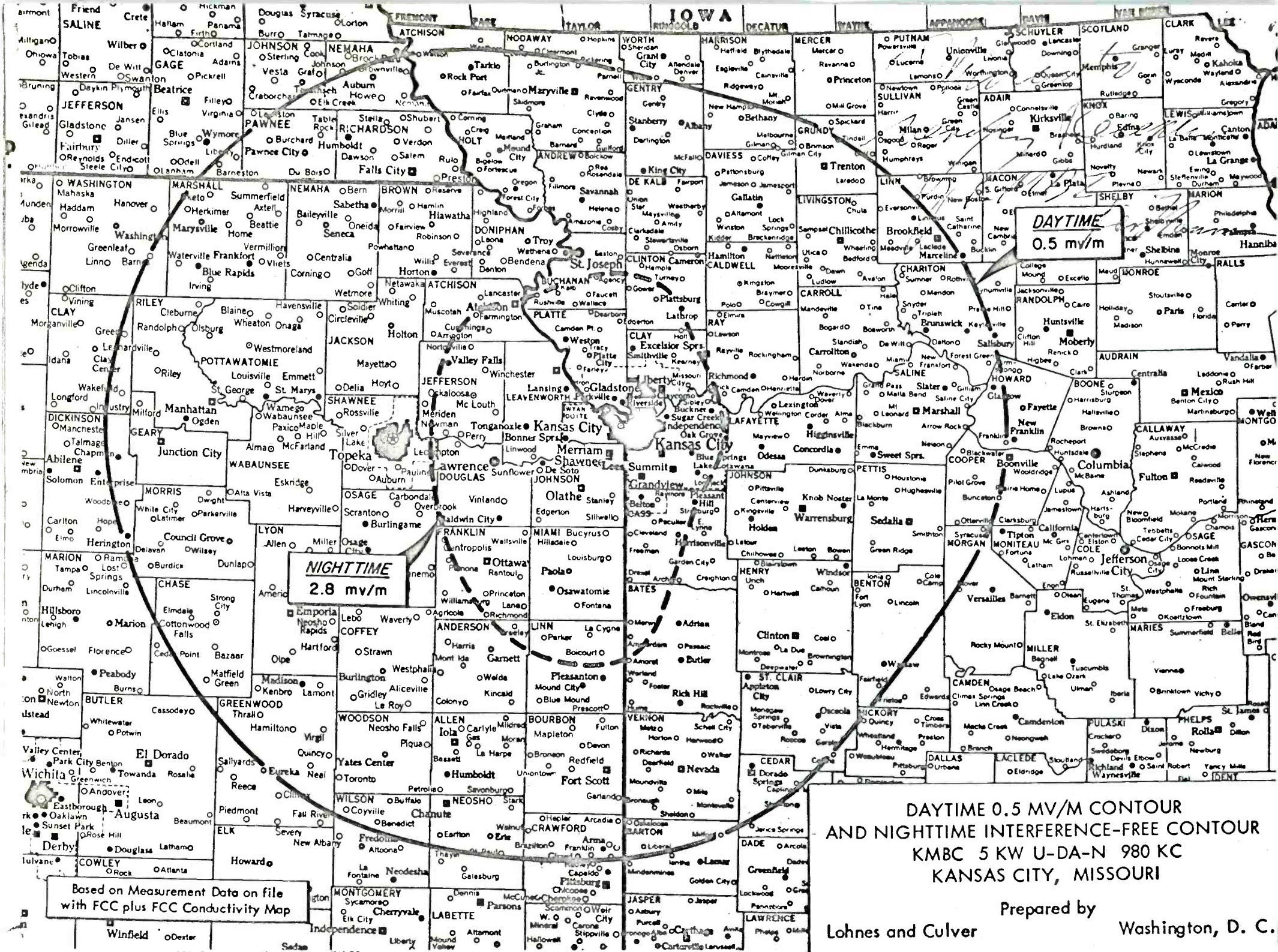
Population .....	136,977
Families .....	45,659
Retail Sales .....	\$283,000,000
Food Sales .....	\$ 32,800,004
Drug Sales .....	\$ 7,212,000
Buying Income .....	\$337,000,000
Cattle Numbers .....	438,200
Corn Acreage .....	401,800
Hog Numbers .....	594,100

**K M M O**

**Saline County Profile**

Population .....	25,142	Buying Income .....	\$50,000,000
Families .....	7,640	Industrial & Related Payrolls . . .	\$21,500,000
Retail Sales .....	\$41,000,000	Farm Income .....	\$29,000,000
Food Sales .....	5,000,000	Schools Payroll .....	\$ 2,100,000
Drug Sales .....	1,116,000	City Payrolls .....	\$ 700,000
Household .....	6,672,000	Cattle Production (83,100) . . . .	(2nd in state)
Apparel .....	1,448,000	Hog Production (160,000) . . . .	(2nd in state)
Eating .....	1,495,000	Feed Grain Acreage (85,400) . . .	(3rd in state)





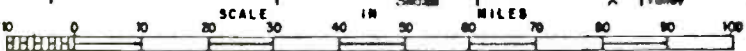
**NIGHTTIME**  
2.8 mv/m

**DAYTIME**  
0.5 mv/m

Based on Measurement Data on file  
with FCC plus FCC Conductivity Map

**DAYTIME 0.5 MV/M CONTOUR  
AND NIGHTTIME INTERFERENCE-FREE CONTOUR  
KMBC 5 KW U-DA-N 980 KC  
KANSAS CITY, MISSOURI**

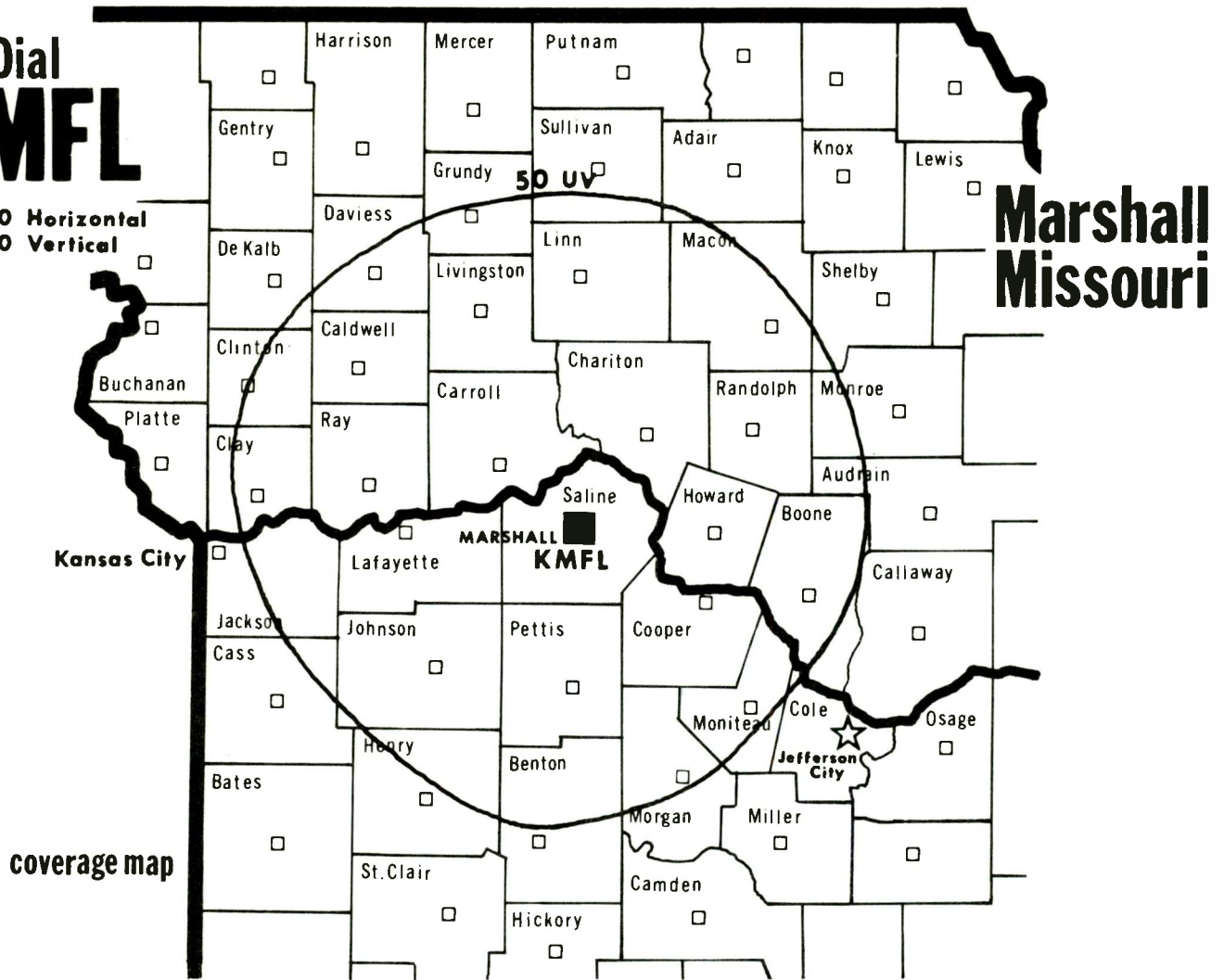
Prepared by  
**Lohnes and Culver** Washington, D. C.





**•Dial  
KMFL**

**56,000 Horizontal  
56,000 Vertical  
102.9**



coverage map

**KMFL**

**.05 Mil. Area Profile**

Population .....	149,977
Families .....	65,659
Retail Sales .....	\$473,000,000
Food Sales .....	\$ 42,705,004
Drug Sales .....	\$ 8,112,000
Buying Income .....	\$386,000,000
Cattle Numbers .....	486,200
Corn Acreage .....	515,800
Hog Numbers .....	602,100

**KMFL**

**Saline County Profile**

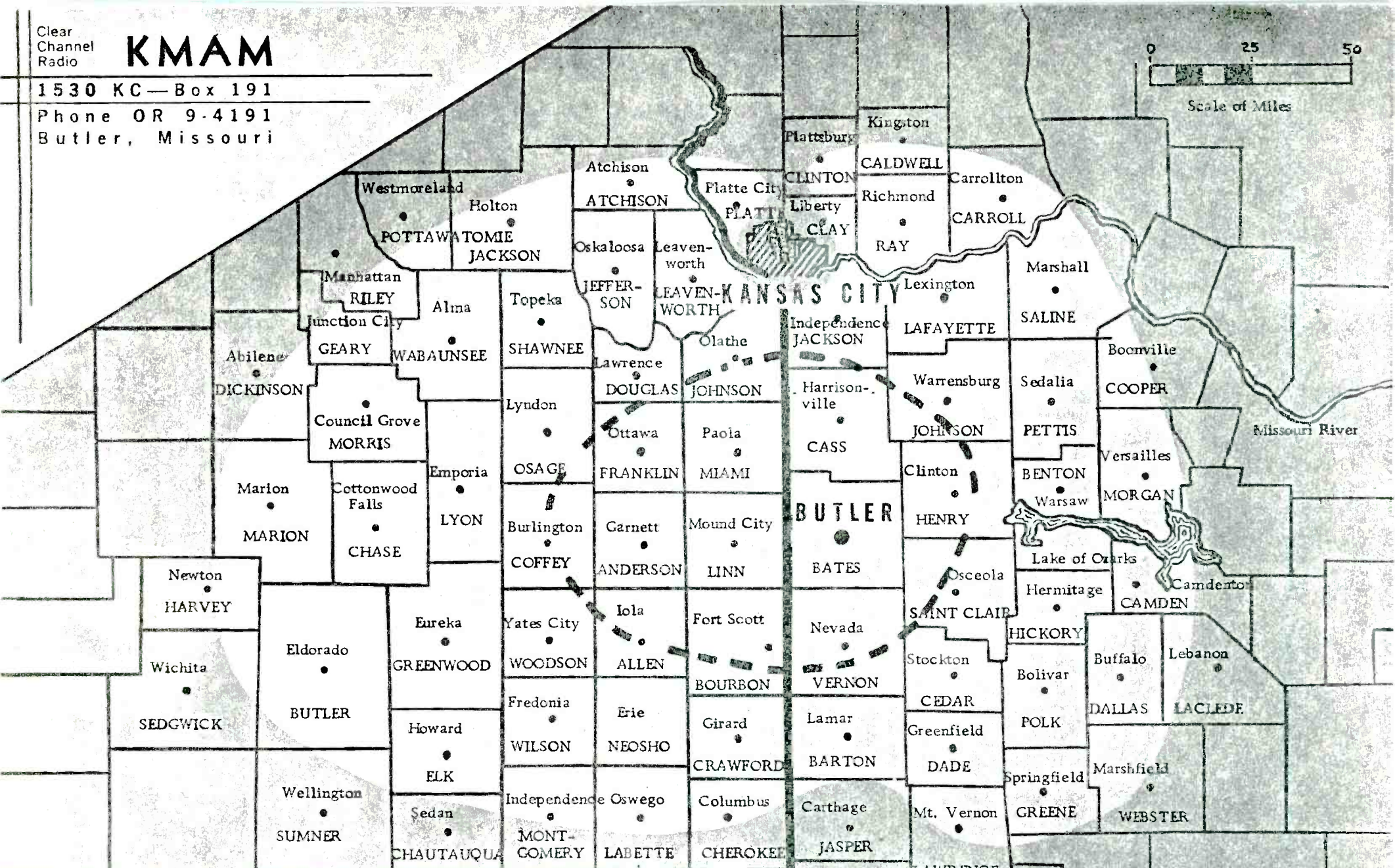
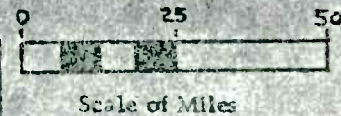
Population .....	25,142	Buying Income .....	\$50,000,000
Families .....	7,640	Industrial & Related Payrolls .....	\$21,500,000
Retail Sales .....	\$41,000,000	Farm Income .....	\$29,000,000
Food Sales .....	5,015,000	Schools Payroll .....	\$ 2,100,000
Drug Sales .....	1,116,000	City Payrolls .....	\$ 700,000
Household .....	6,672,000	Cattle Production (83,100) .....	(2nd in state)
Apparel .....	1,448,000	Hog Production (160,000) .....	(2nd in state)
Eating .....	1,495,000	Feed Grain Acreage (85,400) .....	(3rd in state)



Clear  
Channel  
Radio

# KMAM

1530 KC—Box 191  
Phone OR 9-4191  
Butler, Missouri



## MARKET DATA

	Within Secondary	Within Primary
Total Population	1,574,400	162,800
Total Households	701,970	60,380
Total Radio Homes	593,860	56,470
Spensible Income	\$4,123,209,000	\$250,922,000
<b>RETAIL SALES:</b>		
Food Sales	\$637,910,000	\$47,234,000
Drug Sales	\$127,924,000	\$6,618,000
General Merchandise	\$294,953,000	\$15,279,000
Apparel Stores	\$166,785,000	\$7,852,000
Home Furnishings	\$120,822,000	\$7,513,000
Automotive Sales	\$547,264,000	\$38,642,000
Filling Stations	\$248,337,000	\$21,551,000
<b>TOTAL RETAIL SALES</b>	<b>\$2,928,123,000</b>	<b>\$199,830,000</b>
<b>FARM DATA:</b>		
Farm Gross Income	\$792,356,000	\$132,508,000
Total Farm Population	260,600	52,500

DAVE GREEN

Prepared by Eveready Advertising, Nashville, Tenn



KMAM... 1530 KILOCYCLES... THE TOWN AND COUNTRY  
STATION LINKING MISSOURI'S DAIRYLAND TO THE  
KANSAS WHEAT BELT 250 WATTS, EXPANDED BY CLEAR  
CHANNEL DAYTIME BROADCASTING



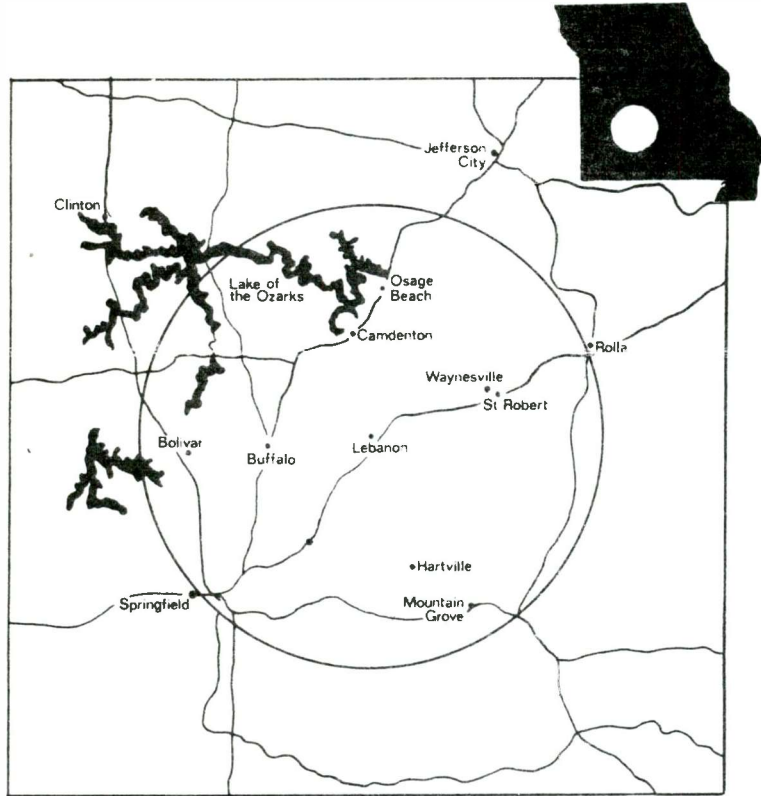








*Good Music*  
*Good News, Weather & Sports*  
*Good Personalities*  
*Good Time'n*



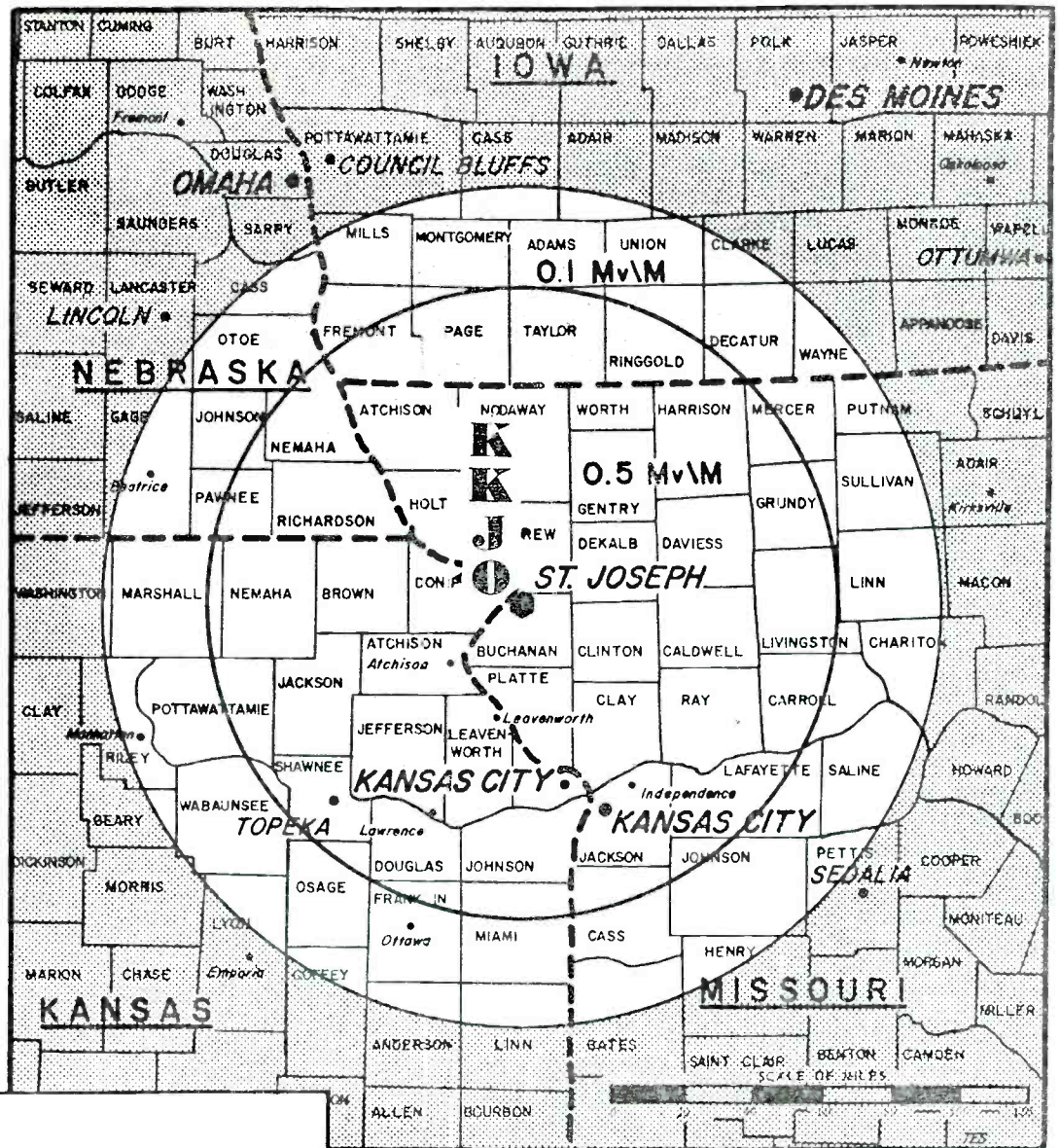
## **KJEL COVERAGE AREA**

KJEL serves a listening audience of approximately 250,000 people in a coverage area representing \$650 million in retail sales. Included in this area are the Lake of the Ozarks, Fort Leonard Wood and the rich farming areas of South Central Missouri.



**K  
K  
J  
O**

5,000 watts 1550 kc.  
Clear Channel



**MARKET DATA**

	St. Joseph Metropolitan	.5MV/M Contour (Excluding Kansas City)
<b>AUDIENCE:</b>		
Population	104,000	843,500
Households	32,400	283,710
Radio Homes	31,690	271,440
Automobile Radios	19,976	226,345
<b>ECONOMIC:</b>		
Spendable Income	\$177,845,000	\$1,413,914,000
Retail Sales	115,390,000	1,058,230,000
Average Family Income	5,628	4,269
Food Stores	26,834,000	242,863,000
Drug Stores	5,001,000	40,710,000
Gen. Merchandise	13,520,000	75,674,000
Apparel	7,012,000	43,167,000
Home Furnishings	7,102,000	47,999,000
Automotive	22,408,000	188,238,000
Filling Station	7,686,000	99,548,000
<b>FARM:</b>		
Farm Population	-	190,000
Farm Homes	-	60,750
Farm Radio Homes	-	57,910
Farm Income	-	408,594,000

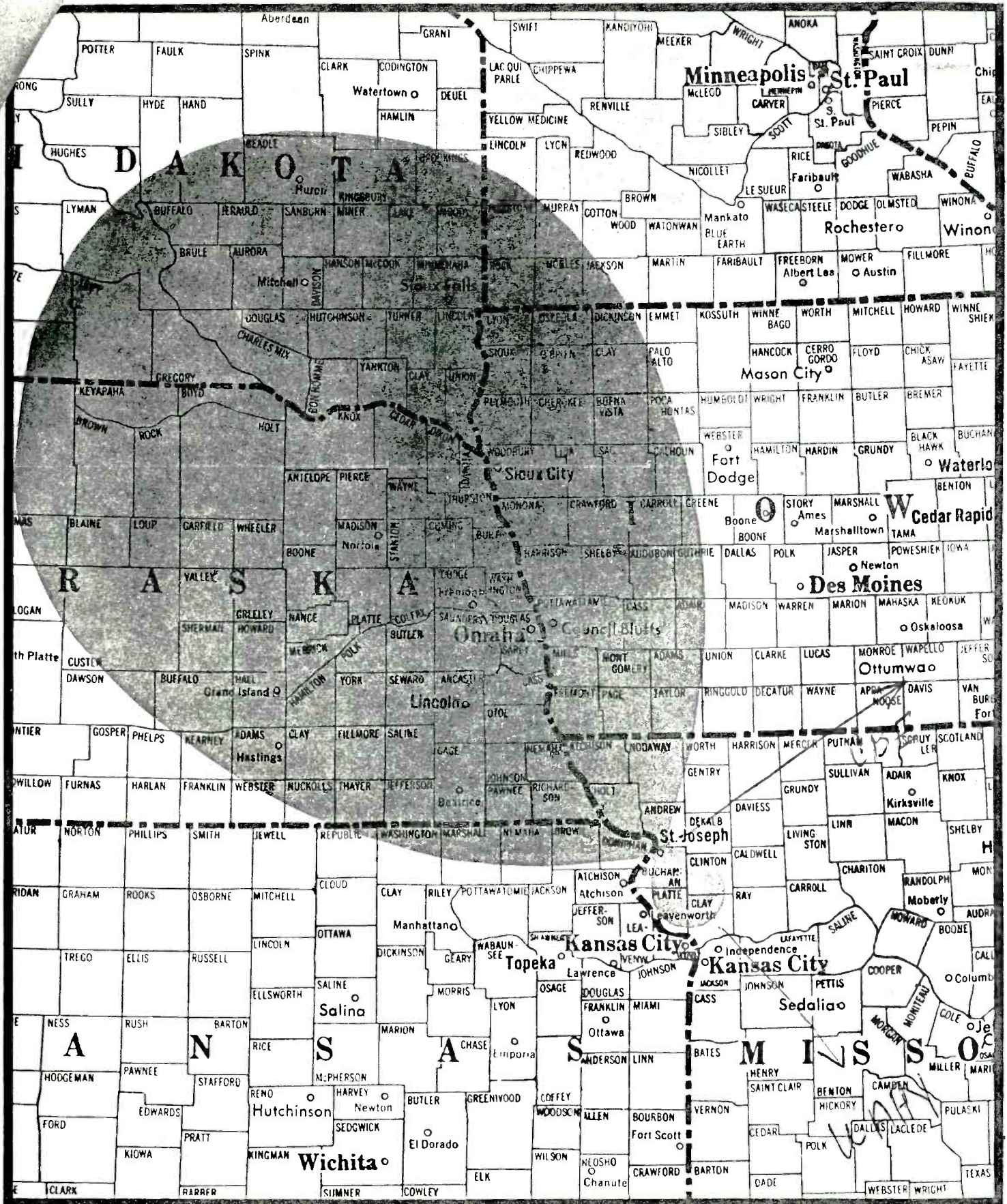
**St. Joseph's Adult-Metropolitan  
Station**

- Regional Coverage
- Mature Programming
- Feature Personalities
- Extensive News
- Low Cost

**K K J O**

404 SOUTH 8TH ST. • ST. JOSEPH, MISSOURI

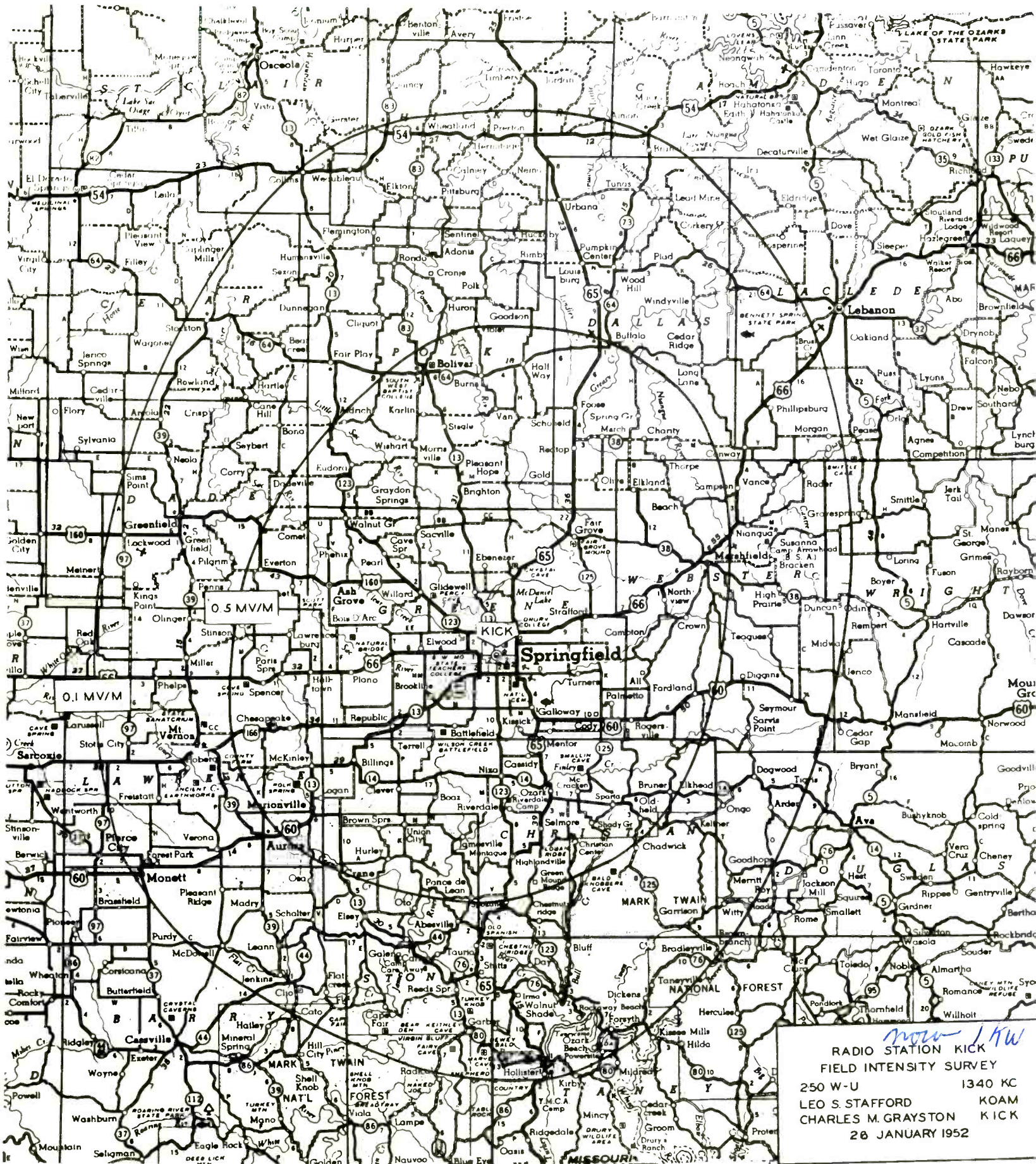




Map of St. Joseph, Missouri, and Vicinity  
 Showing  
 Computed Night Time Field Strength Distribution  
 About Radio Station KKJO  
 5 KW 1550 KC.  
 Based on proof of performance and  
 previous survey measurements.



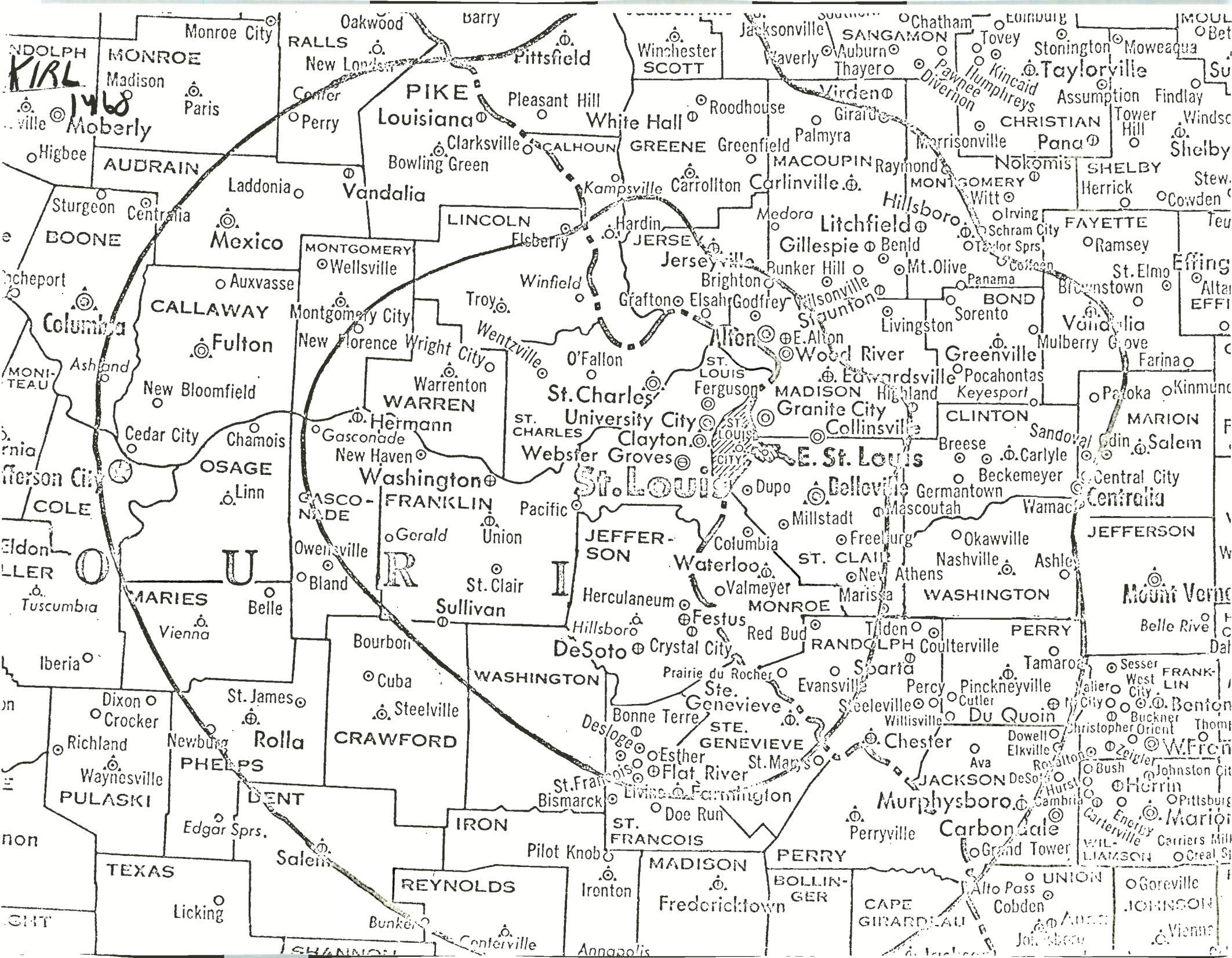
# KICK RADIO COVERAGE OF ACCOUNTS



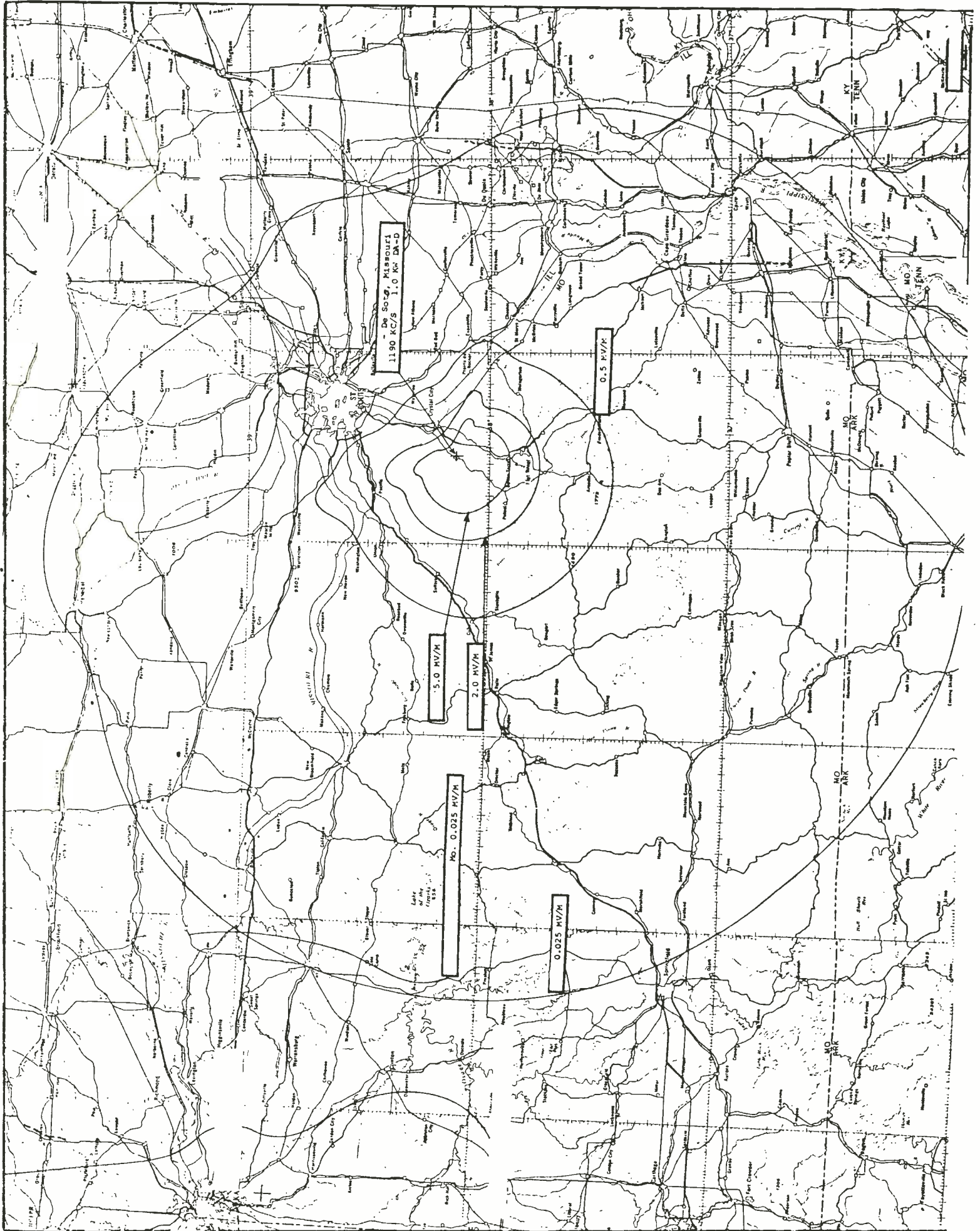
*now 1 KW*  
**RADIO STATION KICK**  
**FIELD INTENSITY SURVEY**  
 250 W-U                      1340 KC  
 LEO S. STAFFORD            KOAM  
 CHARLES M. GRAYSTON    KICK  
 26 JANUARY 1952

HEART OF THE TRADE AREA COVERAGE

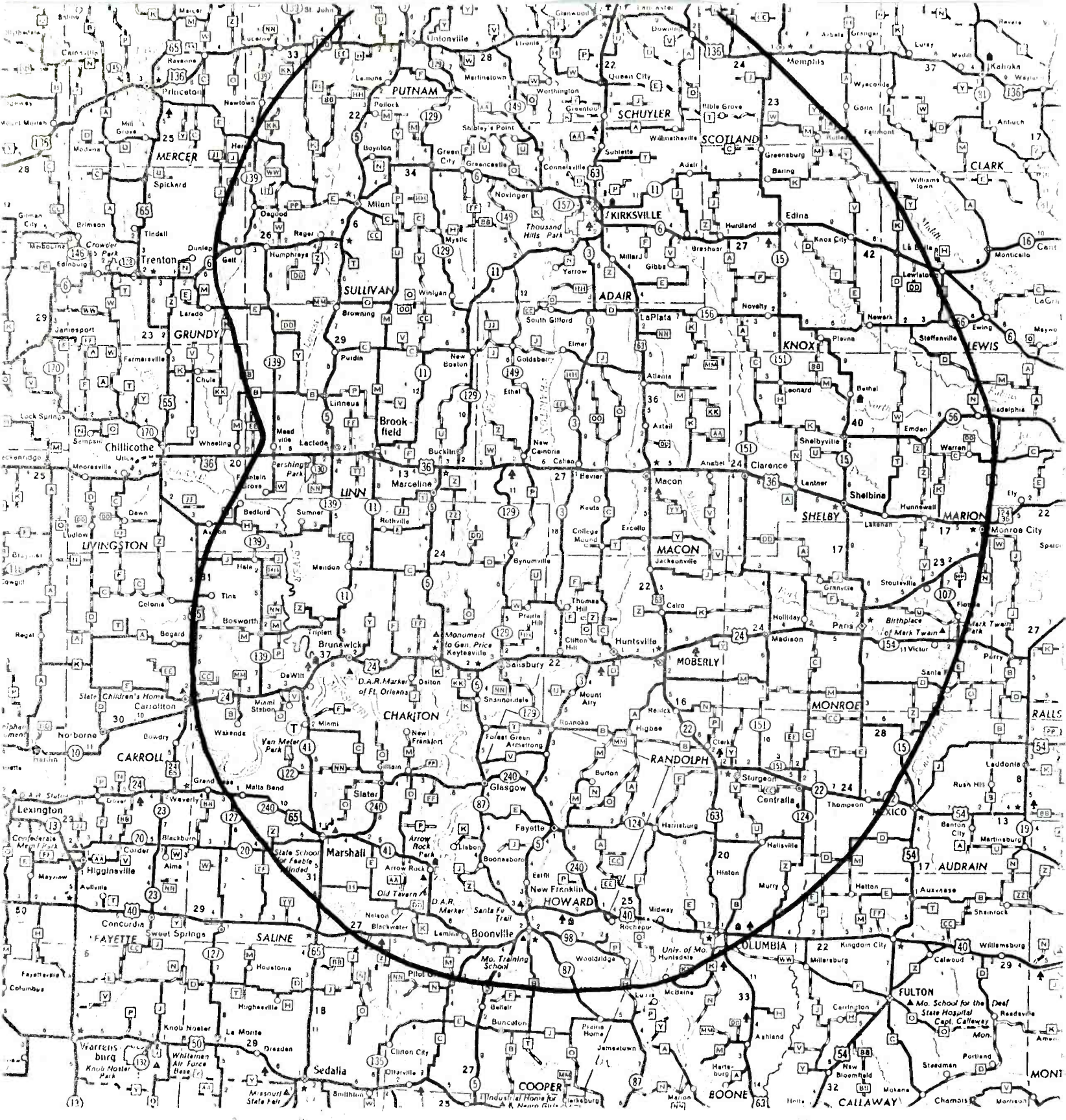




Coverage Map - Radio Station KHAD  
Clear Channel 1190 - De Soto, Mo.







1470 KC

# Radio KGHM Station

500 Watts

Brookfield, Missouri

## PRIMARY AREA MARKET DATA

Radio Homes	148,460
Farm Population	127,000
Total Population	313,210
1955 Retail Sales	\$241,820,000
1955 Income Sales	\$359,410,000

Sell the rich "GREEN HILLS AREA" with KGHM

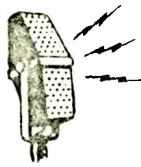
Owned and Operated by the GREEN HILLS BROADCASTING CO.

# PENTAGON BROADCASTING CO.

"THE CLEAR CHANNEL VOICE OF 5 STATES"

EAST PRAIRIE, MISSOURI

MUSIC  
NEWS  
WEATHER  
SPORTS



1080 KILOCYCLES  
PHONE NI 9-3597



KGCL RADIO is located in one of the largest farming deltas in the Midwestern United States, with some of the top production soils. The farming community in which we are located, produces corn, cotton, and soybeans. The livestock in this area produces thousands of head of cattle and hogs.

KGCL SERVES large portions of five states. From our location in the Bootheel of Missouri, our coverage takes in all the Major industrial communities in the Northwestern part of Tennessee and Southwestern Kentucky. Some of the larger cities we serve are Union City, Tennessee, Cape Girardeau, Missouri, Sikeston, Missouri and Poplar Bluff, Missouri, and of course Paducah, Kentucky, and Cairo, Illinois.

KGCL is located on Route 102 one half mile South of Junction with State Route 105. KGCL operates on a frequency of 1080 Kilocycles with a radiated power of 250 watts, clear channel and non directional.

A clear channel station is licensed to reach rural areas such as the one we serve. Because of their far covering effect, KGCL is proud to be a vital news and entertainment media in the large community, which we serve.

MARKET DATA		FARM DATA	
Population	823,868	Genl. Mdse.	\$ 158,112,000
Households	302,620	Apparel Stores	\$ 68,900,000
Radio Homes	289,970	Home Furnishings	\$ 55,054,000
Private Autos	280,620	Auto Sales	\$ 226,687,000
		Service Stations	\$ 104,582,000
		Total Retail Sales	\$1,324,924,000
RETAIL SALES		Population	210,180
Food Stores	\$ 298,140,000	Gross Farm Income	382,380,000
Drug Stores	\$ 28,200,000		

"TO BE SOLD - MUST BE TOLD"





# BIG ONE COUNTRY

111,549 Households

110,011 Radio Homes

153,977 Automobiles

137,590 Car Radios

Total Retail Sales

\$538,502,000.00\*

Total Consumer Spendable  
Income

\$765,443,000.00\*

SRDS August 1, 1969

\* SRDS NCA 12th Annual  
Edition, August 1969

# KFSB

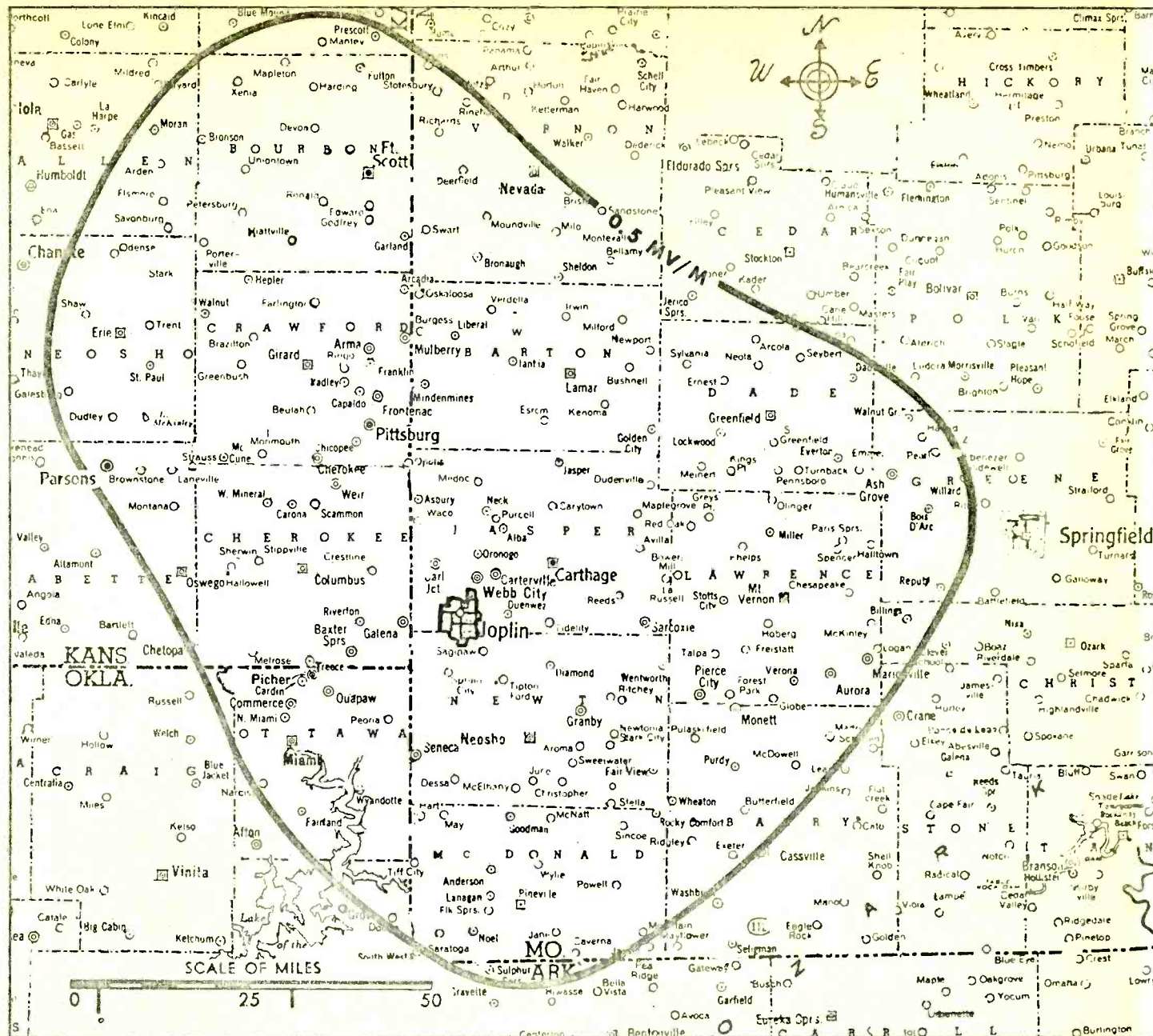
JOPLIN, MISSOURI

IS

The

# ONE

5000 WATTS DAY  
1000 WATTS NIGHT  
1310 Khz



# BIG ONE COUNTRY

KFSB — P. O. Box 1395 — Joplin, Missouri 64801 — Phone (417) 624-1310



# K F M O

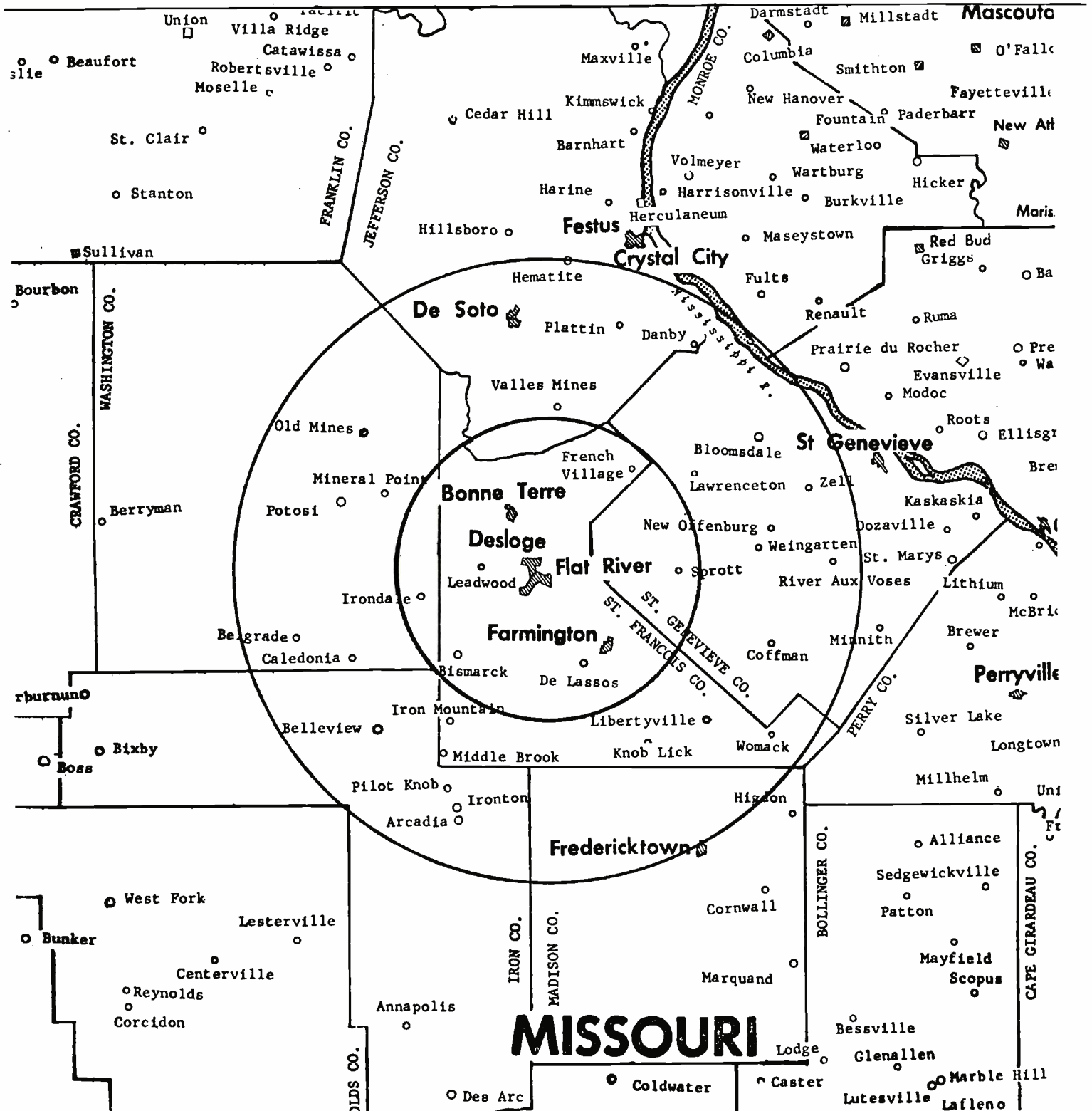
## Flat River, Missouri

"THE VOICE AND CHOICE OF THE LEAD BELT"

1240 KC

US Highway 67

Geneva 1-2,000





# KFAL

900 kc      1000 watts

FULTON, MISSOURI

Dominant Station  
in Central Missouri

TEL: 314-Midway 2 3341

## MARKET STATISTICS

KFAL 0.5 mv/m Coverage . . .

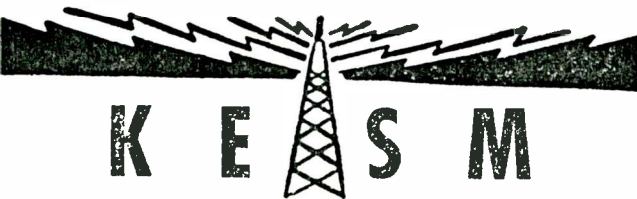
Total Population	818,479
Total Families	236,946
Total Radio Homes	225,371
Retail Sales	\$720,700,000
Total Food Sales	\$181,013,000
Total Drug Sales	\$ 25,859,000
Farm Population	233,300
Farm Homes	66,180
Farm Radio Homes	64,960

Source: Consumer Markets—1955, and Neilson—1956





— FOR  
*Complete*  
 COVERAGE  
 IN THE  
 TRI-COUNTY  
 AREA  
 — IT'S



250 Watts - 1580 K C

Daytime

EL DORADO SPRINGS

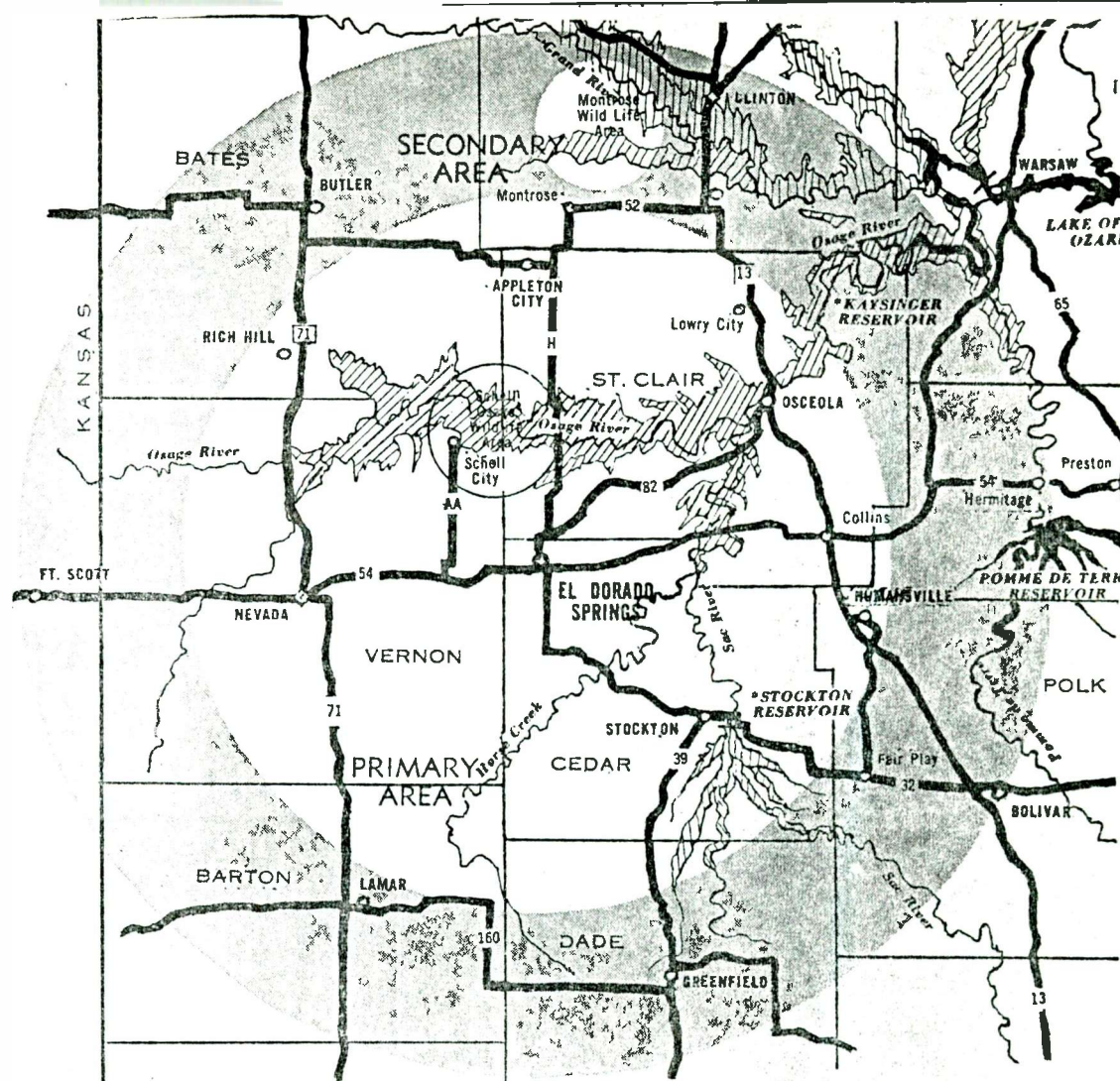
MISSOURI

Phone: Upton 6-4422

Paul Vaughn, Owner - Manager

KESM'S  
 COMPLETE  
 COVERAGE  
 OF THE  
 TRI-COUNTY  
 AREA  
 PRESENTS  
 AN  
 IMPACT  
 AND  
 EXPOSURE  
 THAT CAN BE  
 OFFERED  
 ONLY BY THE  
 VERSATILE  
 MEDIA  
 OF  
 RADIO

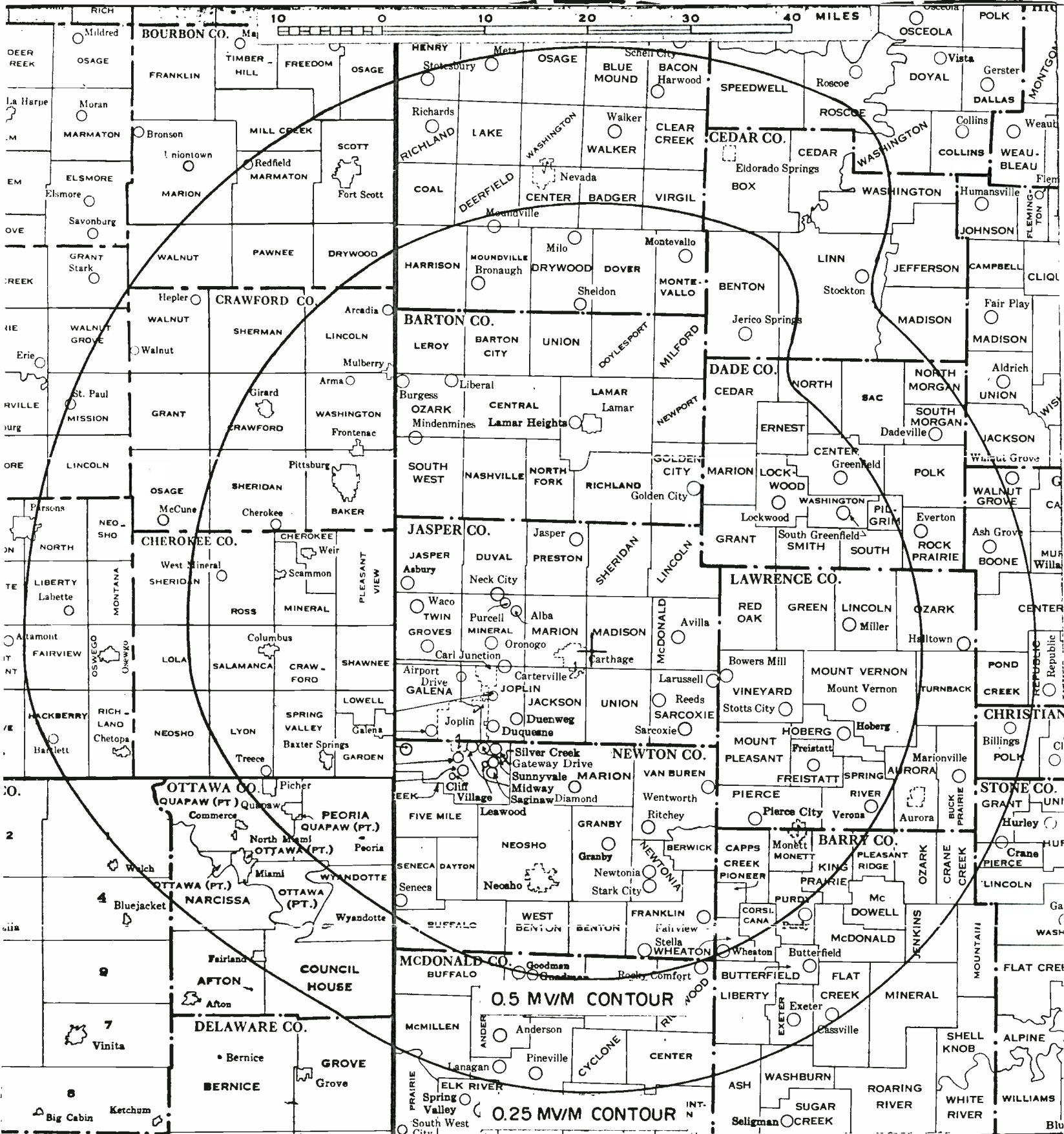
LET  
*Your Future*  
 PLANS  
 INCLUDE  
 THE  
**EL DORADO SPRINGS**  
*Land-o-Lakes*  
 WITH A  
*Planned*  
*Future*



	*Sports	*Recreation	*Summer & Winter Playground	*Industries	*Farming
<b>YOUR Client - YOUR Product or Service is Exposed Daily to:</b>					
		0.5 MVM COVERAGE PRIMARY	0.25 MVM COVERAGE SECONDARY		TOTAL
<b>MARKET DATA:</b>					
Total Population .....	42,750	116,050			158,800
Total Households .....	14,486	40,066			54,552
Radio Homes .....	13,710	37,650			51,360
Passenger Cars .....	15,120	43,395			58,515
Consumer Spendable Income ..	\$59,119,000	\$163,197,000			\$222,316,000
<b>RETAIL SALES:</b>					
Food Sales .....	\$ 9,095,000	\$ 26,672,000			\$ 35,767,000
Drug Sales .....	1,051,500	3,537,500			4,589,000
General Merchandise .....	4,328,000	10,907,500			15,235,500
Apparel Stores .....	1,427,500	5,016,500			6,444,000
Home Furnishings .....	1,025,000	4,008,000			5,033,000
Auto Sales .....	7,710,500	24,093,500			31,804,000
Filling Stations .....	5,359,000	13,573,000			18,932,000
Total Retail Sales .....	\$45,390,500	\$129,961,000			\$175,351,500
<b>FARM DATA:</b>					
Farm Population .....	16,450	44,050			60,500
Gross Farm Income .....	\$33,421,500	\$102,481,000			\$135,902,500

TRY KESM -- *You'll Be Pleased.*

SOURCE: 1962 SRDS CONSUMER MARKET DATA



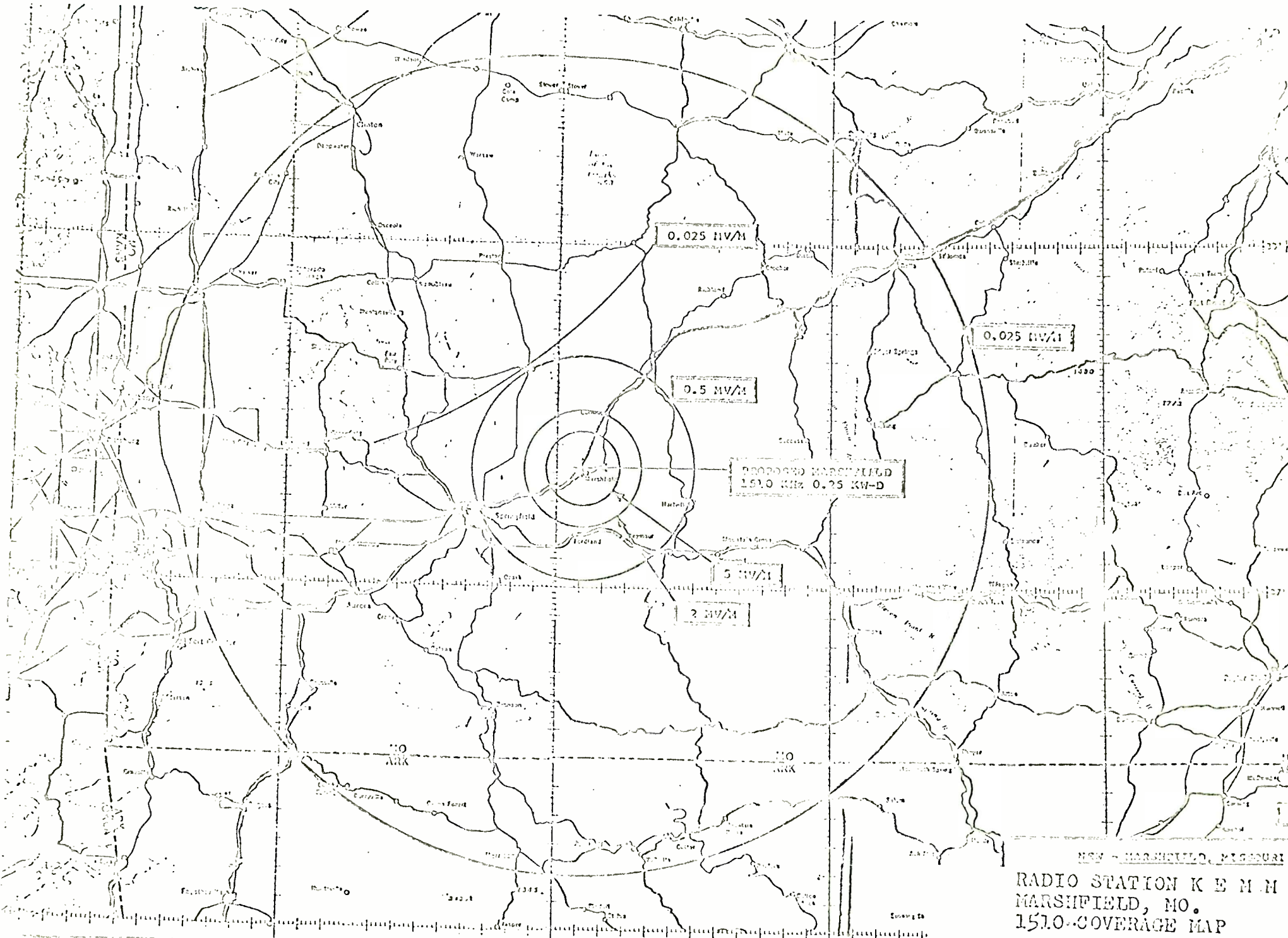
# COVERAGE MAP FOR RADIO STATION KDMO CARTHAGE, MISSOURI

**1490 KCS**

**1000 WATTS**

RALPH J. BITZER, CONSULTING RADIO ENGINEER, 812 OLIVE ST., ST. LOUIS, MO.



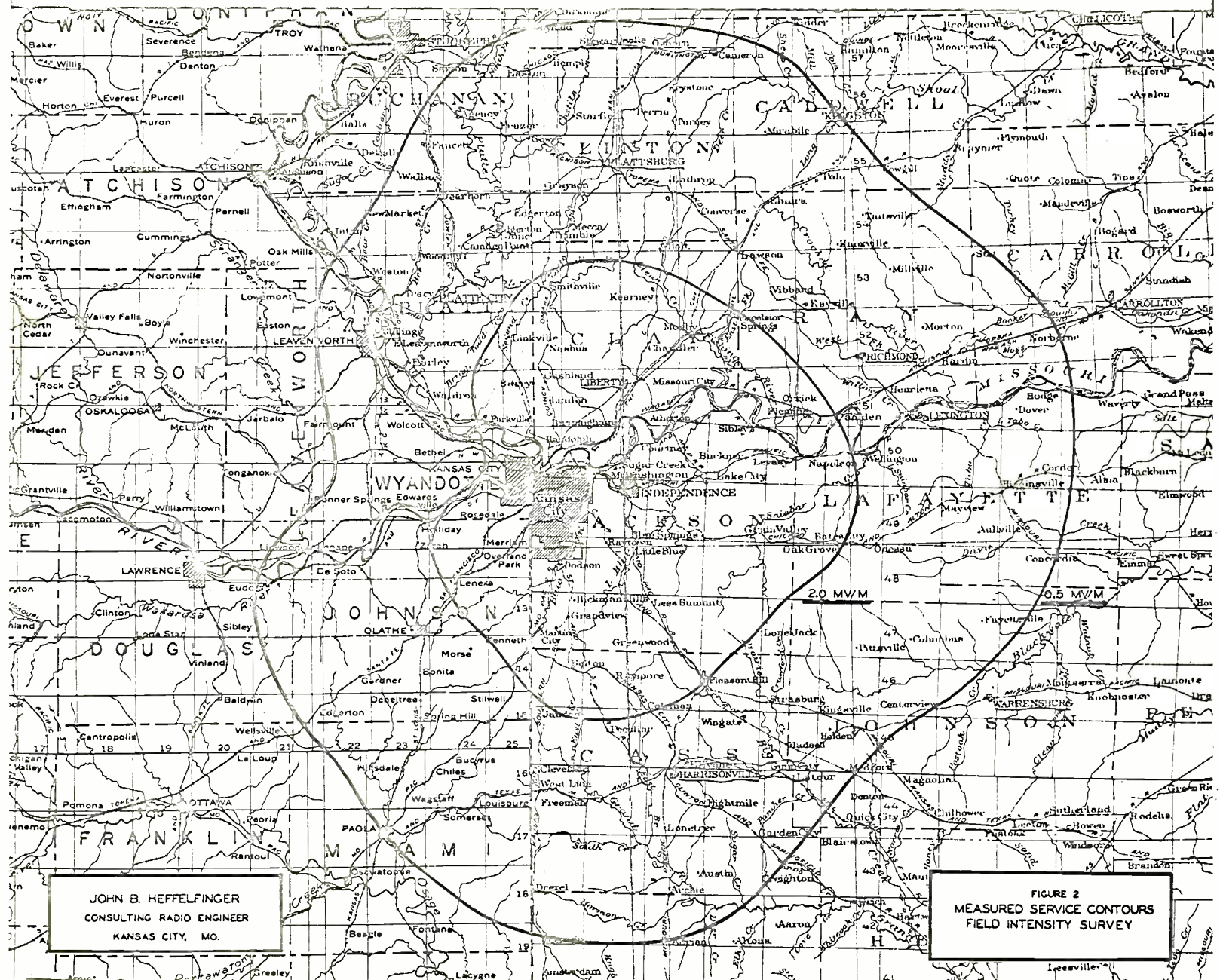


NEW - MARSHFIELD, MISSOURI  
 RADIO STATION K E M M  
 MARSHFIELD, MO.  
 1510-COVERAGE MAP

# "Kansas City's Christian Voice"

1510 KC 1000 WATTS

KANSAS CITY, MO.



JOHN B. HEFFELFINGER  
CONSULTING RADIO ENGINEER  
KANSAS CITY, MO.

FIGURE 2  
MEASURED SERVICE CONTOURS  
FIELD INTENSITY SURVEY



KCCV offers selective programming to a selected audience within a coverage area of two million persons. You will find a highly responsive and exceptionally loyal audience at a cost per thousand which any media buyer can look at favorably.



1010 Clear Channel ... Always FIRST with Everything!

# KCHI

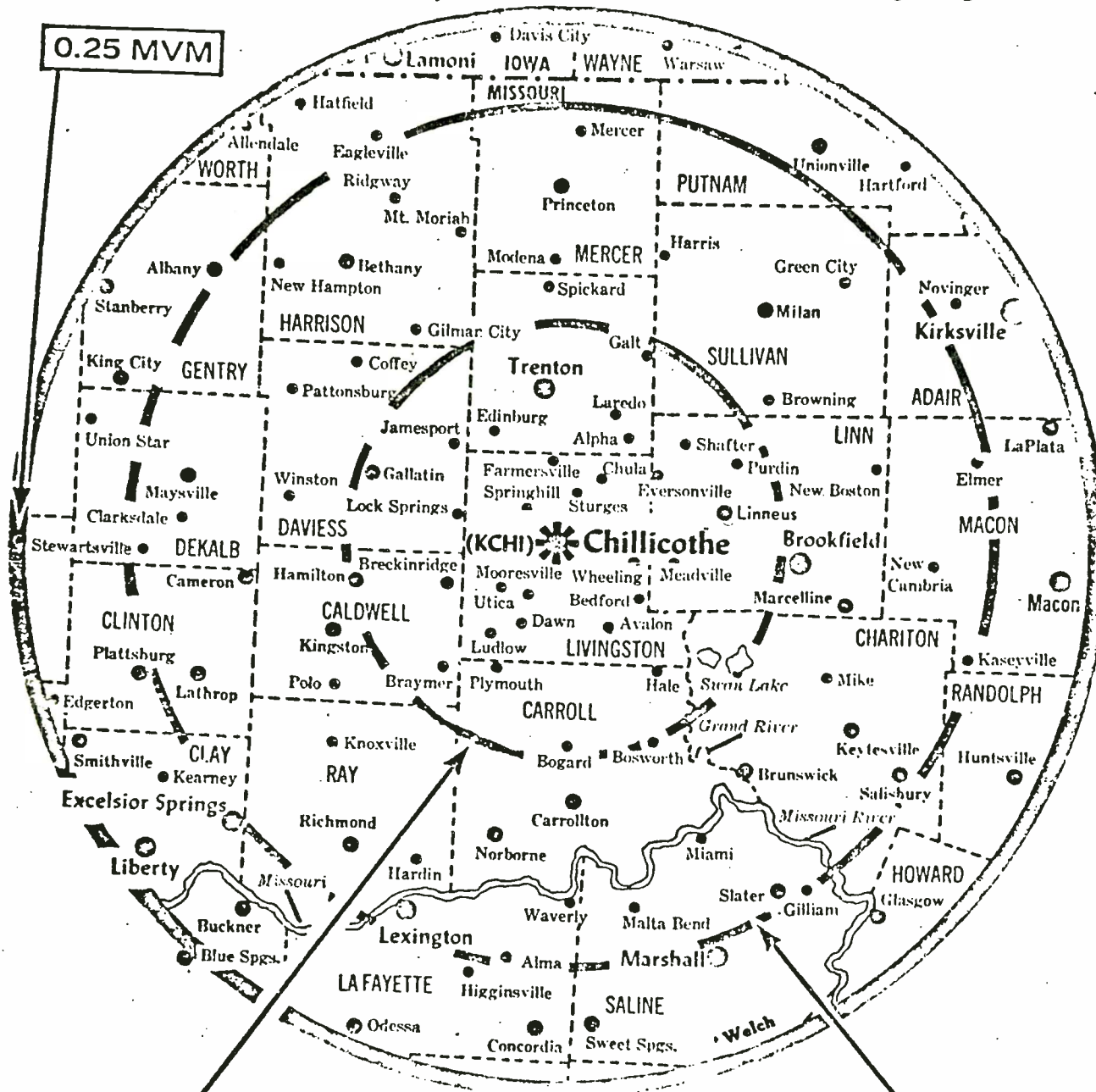
NORTH MISSOURI'S BIG VOICE from...

Chillicothe

- Constant local, area and national news ... on-the-hour, each hour ... plus daily newscasts from Braymer, Hamilton, Cameron, Gallatin and Bethany.
- Wide variety of GOOD Music.
- Famous "Ask N' Tell" Program.
- It Pays to Listen to KCHI ... Jackpot Give Away programming.
- Instant weather reports, including highway, road and area weather conditions.
- Rounded Sports coverage and news.
- Latest farm news and livestock market reports.
- KCHI's Famous "Tradin Post" daily.

P. O. Box 719 — Phone (816) 646-4173

CHILICOTHE, MISSOURI



MARKET DATA:	2.0 MVM Coverage	0.5 MVM Coverage
Population .....	61,100	210,500
Households .....	21,460	71,740
Radio Homes .....	20,430	63,030
Automobiles .....	21,250	71,570
Spendable Income (CSI) .....	\$96,343,000	\$311,423,000

RETAIL SALES:	2.0 MVM	0.5 MVM
Food Stores .....	\$18,732,000	\$55,243,000
Drug Stores .....	\$ 2,965,000	\$ 8,582,000
Genl. Merchandise .....	\$ 8,820,000	\$21,403,000
Apparel Stores .....	\$ 2,931,000	\$ 8,951,000
Home Furnishings .....	\$ 2,372,000	\$ 8,000,000
Auto Sales .....	\$14,812,000	\$52,831,000
Service Stations .....	\$ 7,882,000	\$23,213,000
*Total Retail Sales .....	\$89,818,000	\$281,353,000

FARM DATA:	2.0 MVM	0.5 MVM
Farm Population .....	18,800	60,600
Gross Farm Income .....	\$62,559,000	\$238,168,000

SOURCE: SRDS Data exclusively.

# KCHI

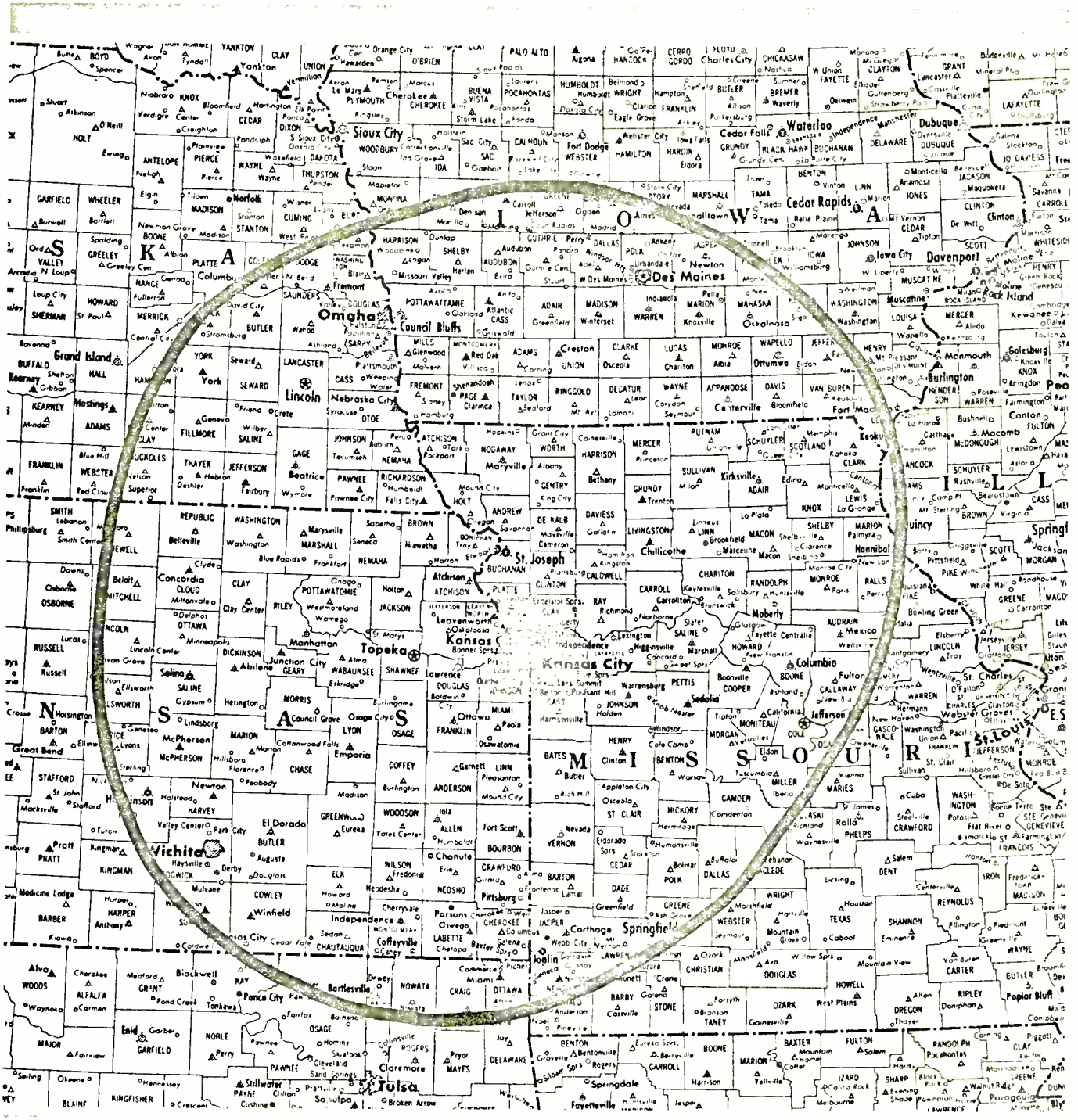
Promoting All Good Things for Our People

CHILICOTHE, MISSOURI

PREPARED BY MARKET DATA ASSOCIATES

# KCMO RADIO

## Kansas City, Missouri



Copyright, American Map Company, New York License No. 14840

POWER: 50,000 Watts

FREQUENCY: 810 Kc

Metropolitan Area

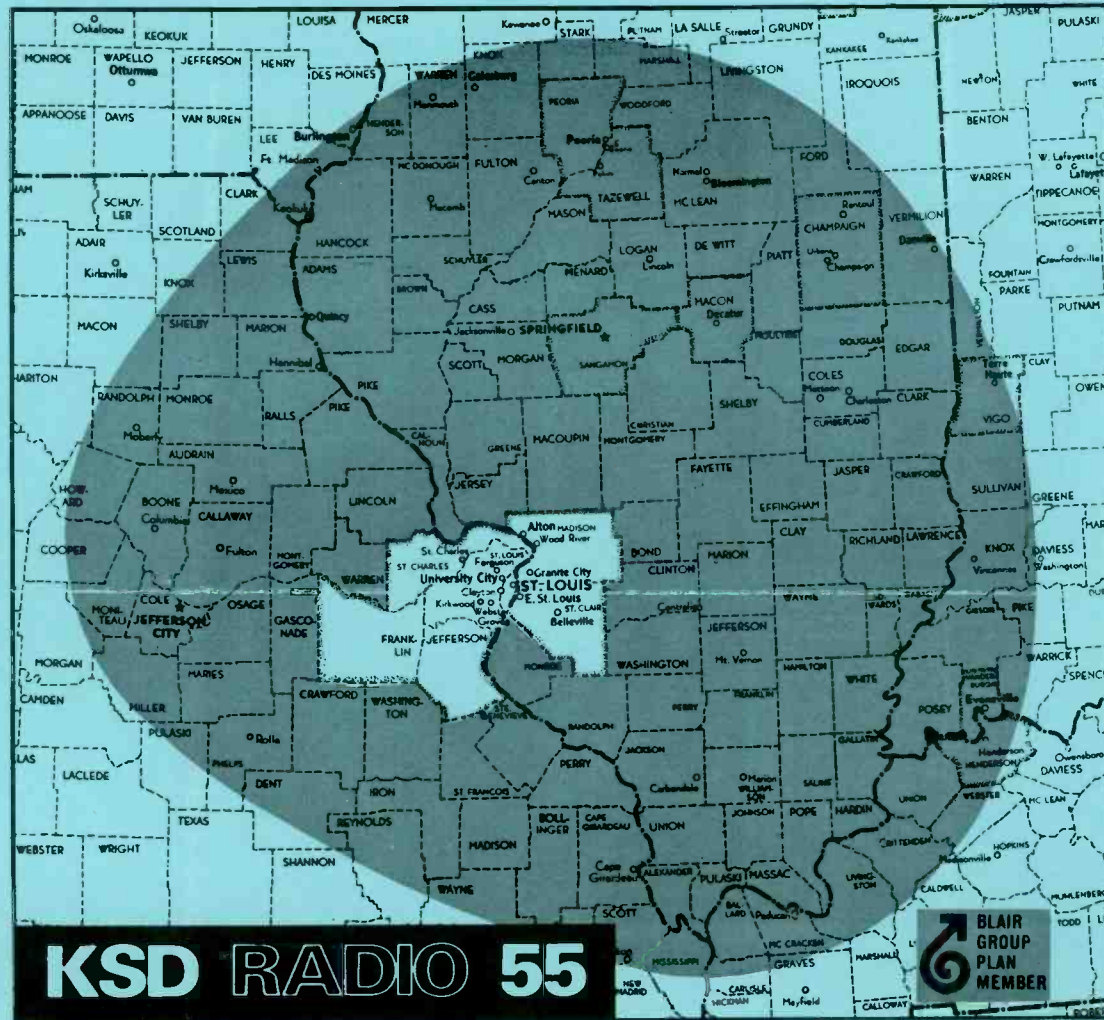
Note: Map shows daytime 0.5 millivolt contour





# KSD RADIO 55

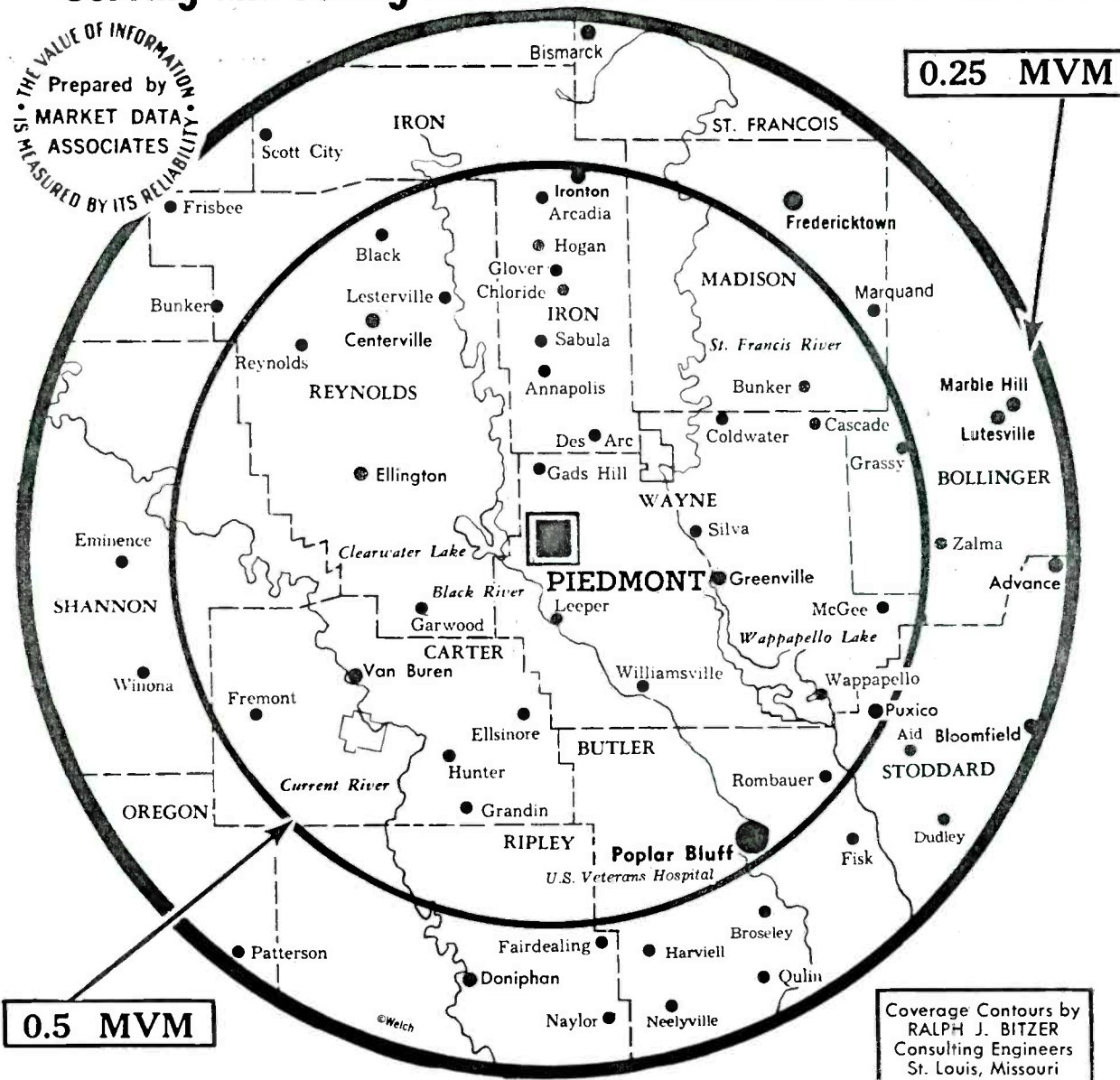
The best day time coverage  
of any St. Louis radio station !



Serving and Selling the Area that Gets the Lead Out . . . . .

# KPWB

THE VALUE OF INFORMATION  
Prepared by  
MARKET DATA  
ASSOCIATES  
MEASURED BY ITS RELIABILITY



Coverage Contours by  
RALPH J. BITZER  
Consulting Engineers  
St. Louis, Missouri

1140 Clear Channel Radio  
**PIEDMONT, MISSOURI**

PIEDMONT is an industrial and trade center . . . Brown Shoe Co. employs 350 and a garment firm employs 92. PIEDMONT is a recreational center and, according to Corp of Engineers reports, attendance figures at area recreation parks included: Clearwater Lake 549,000; Lake Wappapello 812,000; three area state parks 1,522,000.

Within KPWB RADIO's primary coverage, American Metals-Climax Inc. and Homestake Mining Co. are developing a \$35 million-dollar lead mine and Kennecott Copper is investing \$33 millions in a lead mine development.

KPWB RADIO programs country and Gospel music, local and UPI world news, farm and livestock reports, weather-highway- and fishing reports, sports and public service features . . . at the Clear Channel 1140 Spot!

**WAYNE COUNTY BROADCASTING CO., INC.**  
P. O. Box 266 Phone (314) 223-4218  
**PIEDMONT, MISSOURI 63957**

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population .....	88,510	173,540
Households .....	27,920	57,238
Radio Homes .....	26,300	55,570
Private Autos .....	33,620	78,290
Spendable Income .....	\$ 163,818,000	342,941,000

RETAIL SALES:	0.5 MVM Coverage	0.25 MVM Coverage
Food Stores .....	\$ 33,414,000	68,940,000
Drug Stores .....	\$ 2,884,000	7,933,000
Genl. Merchandise .....	\$ 15,574,000	35,948,000
Apparel Stores .....	\$ 7,978,000	17,114,000
Home Furnishings .....	\$ 4,133,000	11,948,000
Auto Sales .....	\$ 26,947,000	67,290,000
Service Stations .....	\$ 13,727,000	32,056,000
<b>TOTAL RETAIL SALES</b> .....	<b>\$ 109,047,000</b>	<b>262,057,000</b>

FARM DATA:	0.5 MVM Coverage	0.25 MVM Coverage
Farm Population .....	25,130	62,160
Gross Farm Income .....	\$ 44,378,000	98,214,000

SOURCE: SRDS Consumer Data 1966.

# KPWB

**UPI World News**  
**1140 RADIO**  
**Clear Channel**

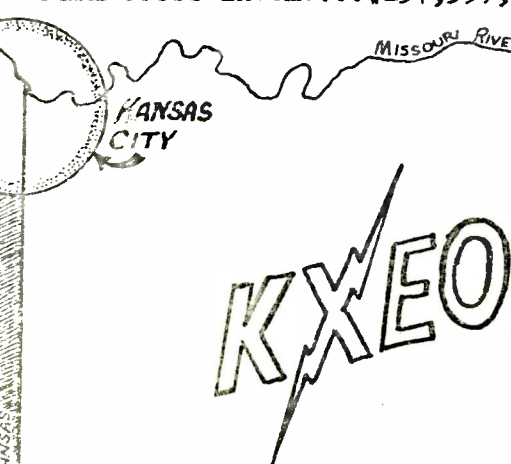
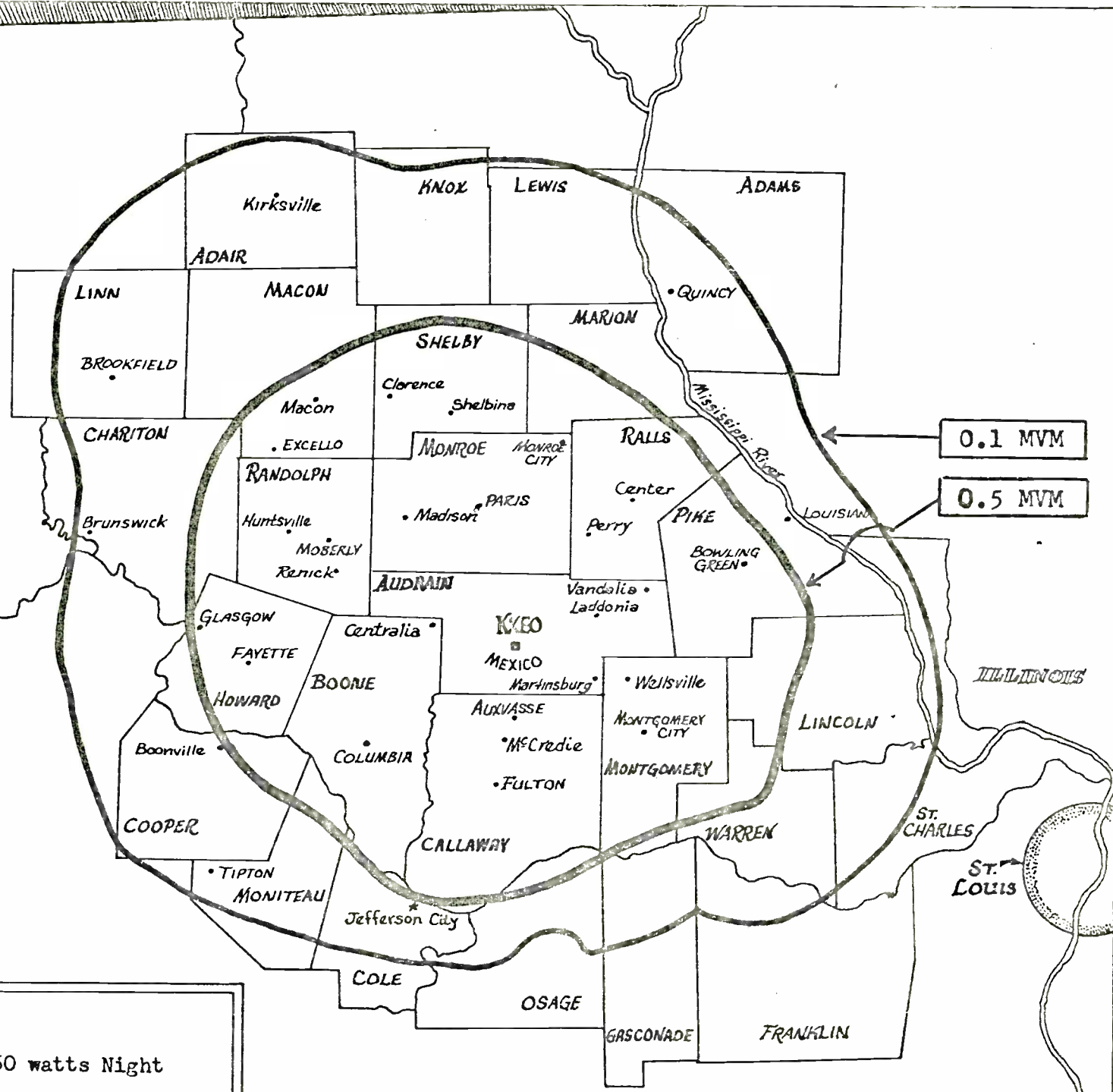
**Southwest Missouri's Only Fulltime Country Music Station**



MARKET DATA: 0.5 MVM Coverage  
 Population..... 211,000  
 Households..... 66,800  
 Radio Homes..... 65,460  
 Automobiles..... 75,150  
 Spendable Income....\$399,019,000

RETAIL SALES:  
 Auto Sales.....\$47,314,000  
 Food Stores.....\$54,883,000  
 Eating & Drinking....\$16,085,000  
 Gen. Merchandise.....\$21,786,000  
 Apparel Stores.....\$14,630,000  
 Home Furnishings.....\$ 9,843,000  
 Service Stations.....\$24,261,000  
 Lmbr., Bldg., Hwd....\$33,969,000  
 Drug.....\$ 8,485,000  
 TOTAL RETAIL SALES..\$263,605,000

FARM DATA:  
 Farm Population..... 40,200  
 Farm Gross Income....\$137,359,000

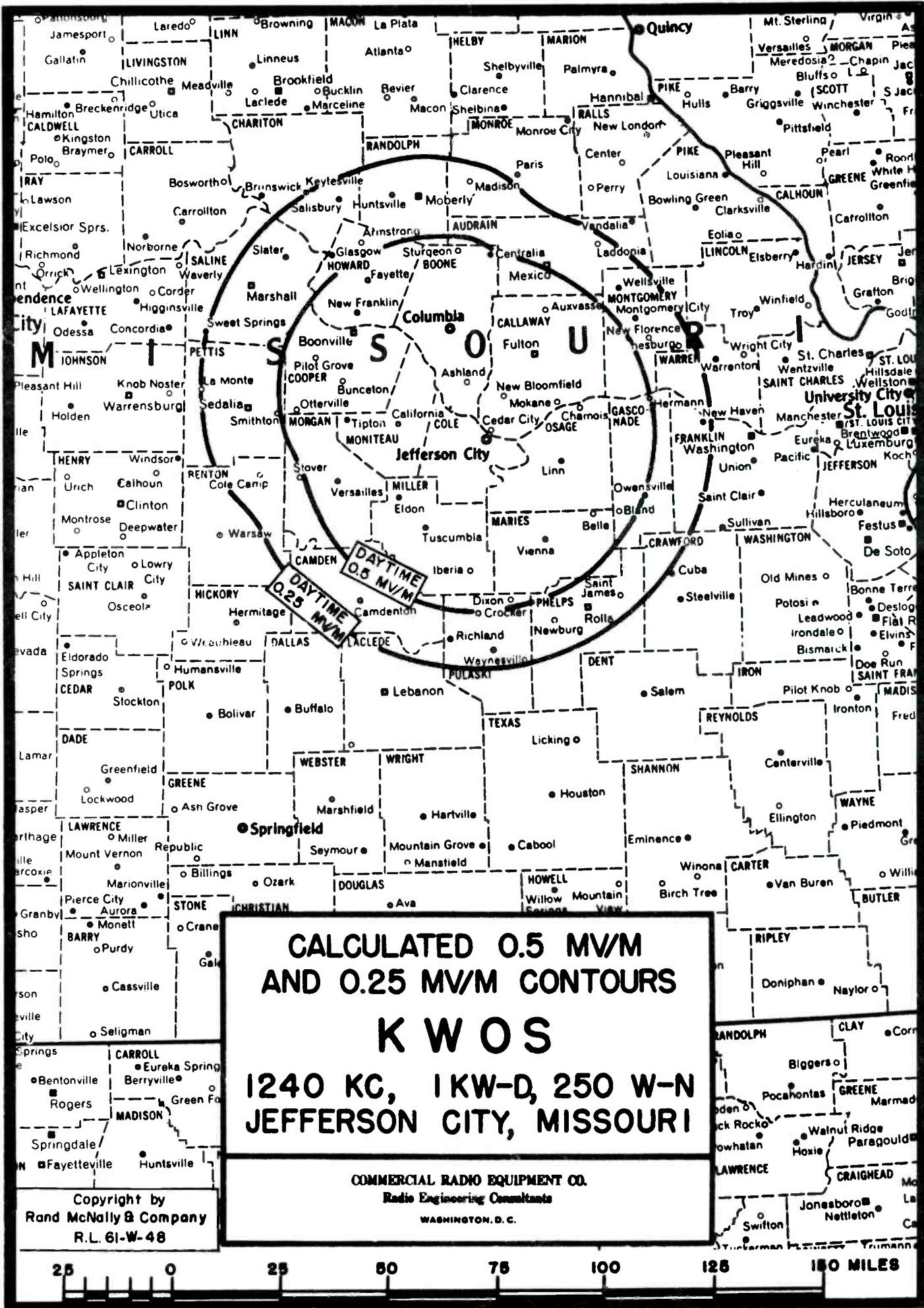


Mutual Network  
 1340 kc 1,000 watts Day 250 watts Night  
 W. Earl Dougherty, V. Pres., Gen. Mgr.  
 1705 E. Liberty - JU 1-2340 - Mexico, Mo.

Fire Clay & Saddle Horse Center of the World





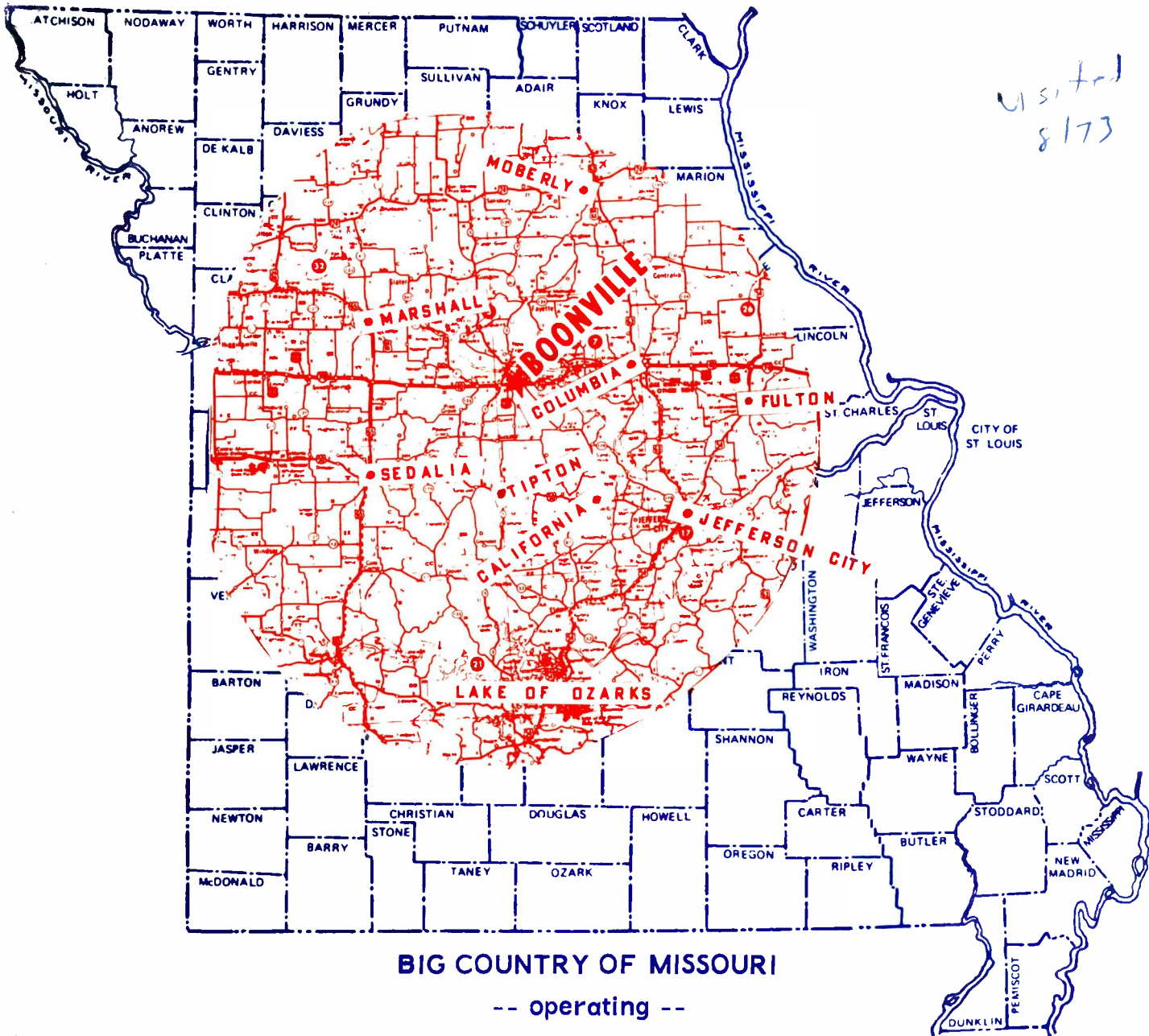


**CALCULATED 0.5 MV/M**  
**AND 0.25 MV/M CONTOURS**  
**KWOS**  
**1240 KC, 1KW-D, 250 W-N**  
**JEFFERSON CITY, MISSOURI**

COMMERCIAL RADIO EQUIPMENT CO.  
 Radio Engineering Consultants  
 WASHINGTON, D. C.

Copyright by  
 Rand McNally & Company  
 R.L. 61-W-48

25      0      25      50      75      100      125      150 MILES



1370 KC

*Radio **KWRT** Station*

1000 Watts

TRANSMITTING FROM BOONVILLE, MISSOURI

**COVERAGE MAP**

Circle -- .1 Mil.

**MARKET DATA**

POPULATION	816,175
RADIO HOMES	247,850
RETAIL SALES	\$1,380,877,000.00

1370 KC

**KWRT**

1000 Watts

Boonville, Missouri

Telephone (816) 882-6505

Dick Billings -- General Manager

Larry Marshall -- District Manager for Big Country



# Rate Card



Big Country  
1370 Radio  
LOCAL RATES



ANNOUNCEMENTS	TIMES WEEKLY	EACH	WEEKLY
ONE MINUTE	1-5	6.00	
	6-9	5.50	
	10	5.00	50.00
	20	4.50	90.00
	30	4.00	120.00
	40	3.50	140.00
	50	3.00	150.00

ANNOUNCEMENTS	TIMES WEEKLY	EACH	WEEKLY
30 SECOND	1-5	4.00	
	6-9	3.50	
	10	3.00	30.00
	20	2.75	55.00
	30	2.50	75.00
	40	2.25	90.00
	50	2.00	100.00

ANNOUNCEMENTS	TIMES WEEKLY	EACH	WEEKLY
15 SECOND	1-5	3.00	
	6-9	2.75	
	10	2.50	25.00
	20	2.25	45.00
	30	2.00	60.00
	40	1.75	70.00
	50	1.50	75.00

PROGRAMS	TIMES WEEKLY	EACH	WEEKLY
5 MINUTE PROGRAMS	6 Times Weekly	8.00	48.00
5 MINUTE NEWCASTS	Less Than 6 Times Weekly	9.00	

DISCOUNTS	PERCENTAGE
13 to 25 weeks	10%
26 to 51 weeks	20%
52 weeks	25%

Effective January 1, 1973

# Big Country of Central Missouri

## 1370

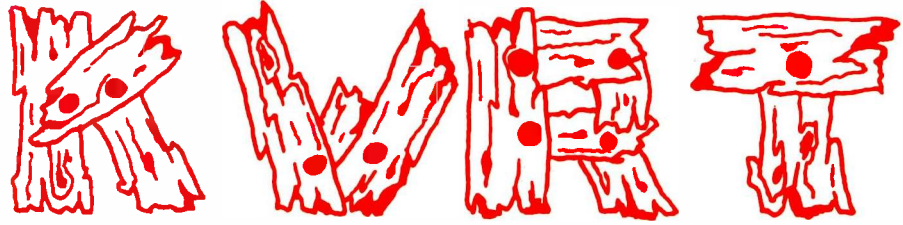
## 1000 Watts

Serving 816,175

folks in our  
"country giant"  
coverage area.

## KWRT

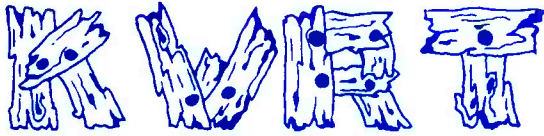
Kountry Western Radio Time



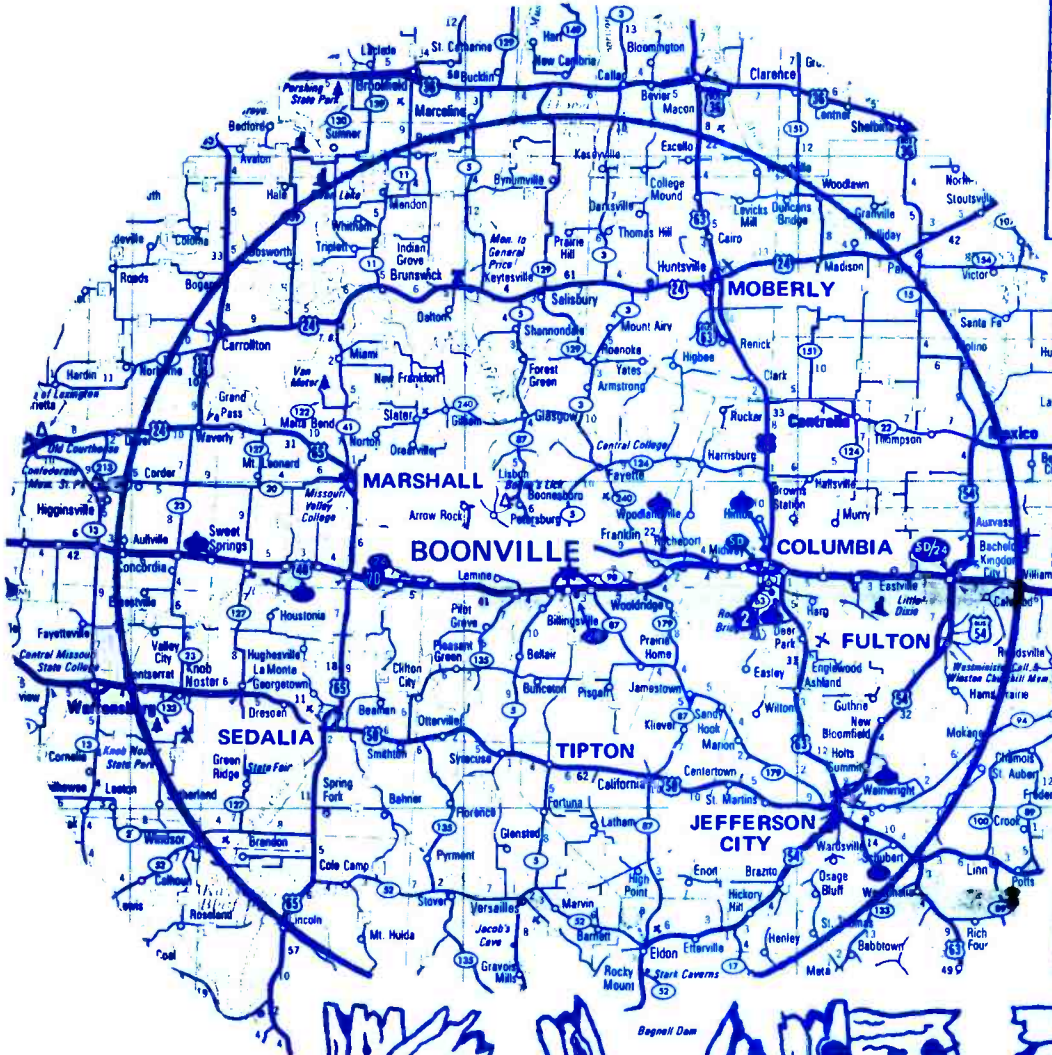
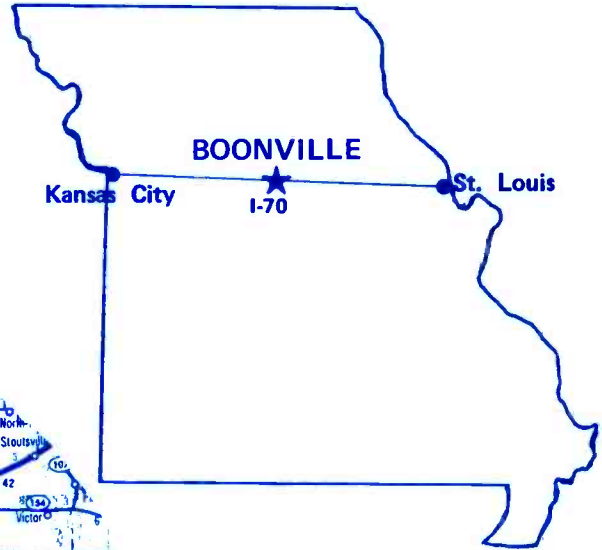
# 1370 Big Country of Central Missouri

## Serving over 800,000 population!

NOW IS THE TIME FOR ALL GOOD MEN TO COME TO THE



**PRIMARY Coverage Area (Half Mil)**



**MARKET DATA**

**MARKET FACTS FOR THE KWRT  
PRIMARY AREA (HALF MIL)**

Population	306,538
Radio Households	98,776
Total Retail Sales	\$506,182,000
Food Stores	\$102,479,000
Automotive Dealers	93,493,000
General Merchandise	41,005,000
Eating and Drinking	28,956,000
Gas Service Stations	43,893,000
Furniture and Home Furnishings	20,151,000
Building Materials, Hardware, Farm Equipment	53,690,000
Apparel and Accessories	23,315,000
Drug Stores	16,559,000
Non-Store Retailers	18,791,000
Electrical Appliances	17,223,000
Other Retail Stores	46,627,000

Figures are from the County and City Data Book published by the United States Department of Commerce in 1972.



**Radio**

1000 Watts  
Regional Channel

**AM**

1370 On Your Dial

**Station**

3000 Watts  
Simul - Cast

**FM**

99.3 On Your Dial

"OWNED & OPERATED BY BIG COUNTRY OF MISSOURI"

**PLAYING COUNTRY MUSIC ALL DAY - EVERYDAY - 7 DAYS PER WEEK**

**SPORTS**

**LOCAL & WORLD NEWS**

**FARM REPORTS**

**BOONVILLE, MISSOURI**

Telephone (816) 882-6686

**DICK BILLINGS - GENERAL MANAGER**



1000 Watts  
Regional Channel

**AM**

1370 On Your Dial



**BIG COUNTRY RADIO**

"Serving All of Central Missouri"

3000 Watts  
Simul - Cast

**FM**

99.3 On Your Dial

## LOCAL RATE CARD No. 3 -- EFFECTIVE SEPT. 1, 1974

ALL RATES LISTED HEREIN ARE NET-TO-STATION, NON-COMMISSIONABLE, AND CARRY NO DISCOUNT FOR CASH IN ADVANCE. RATES ARE FOR TIME ONLY. STUDIO, REMOTE, AND PRODUCTION CHARGES FOR PROGRAMS AND/OR ADS ON REQUEST. MAXIMUM ANY CONTRACT, ONE YEAR.

### AA PRIME TIME:

**6:00-8:30 a.m., 10:00-11:30 a.m., 12:00-1:00 p.m., 4:00-6:00 p.m.**

#### 30 SECOND COMMERCIALS - FIXED

LESS THAN 30	30 ADS	50 ADS	100 ADS	200 ADS	300 ADS
\$5.50	\$5.00	\$4.75	\$4.50	\$4.25	\$4.00
	\$150.00	\$237.50	\$450.00	\$850.00	\$1200.00

### A-TIME (All Other Times)

#### 30 SECOND COMMERCIALS

LESS THAN 30	30 ADS	50 ADS	100 ADS	200 ADS	300 ADS
\$4.25	\$4.00	\$3.75	\$3.50	\$3.25	\$3.00
	\$120.00	\$187.50	\$350.00	\$650.00	\$900.00

### 30 DAY PACKAGES (No Time Selections)

#### 30 SECOND COMMERCIALS

LESS THAN 30	30 ADS	50 ADS	100 ADS	200 ADS	280 ADS
\$3.75	\$3.50	\$3.00	\$2.50	\$2.00	\$1.50
	\$105.00	\$150.00	\$250.00	\$400.00	\$420.00

**60 SECOND COMMERCIALS TWO TIMES 30 SECOND RATES**

### KWRT RADIO TOLL FREE LINES

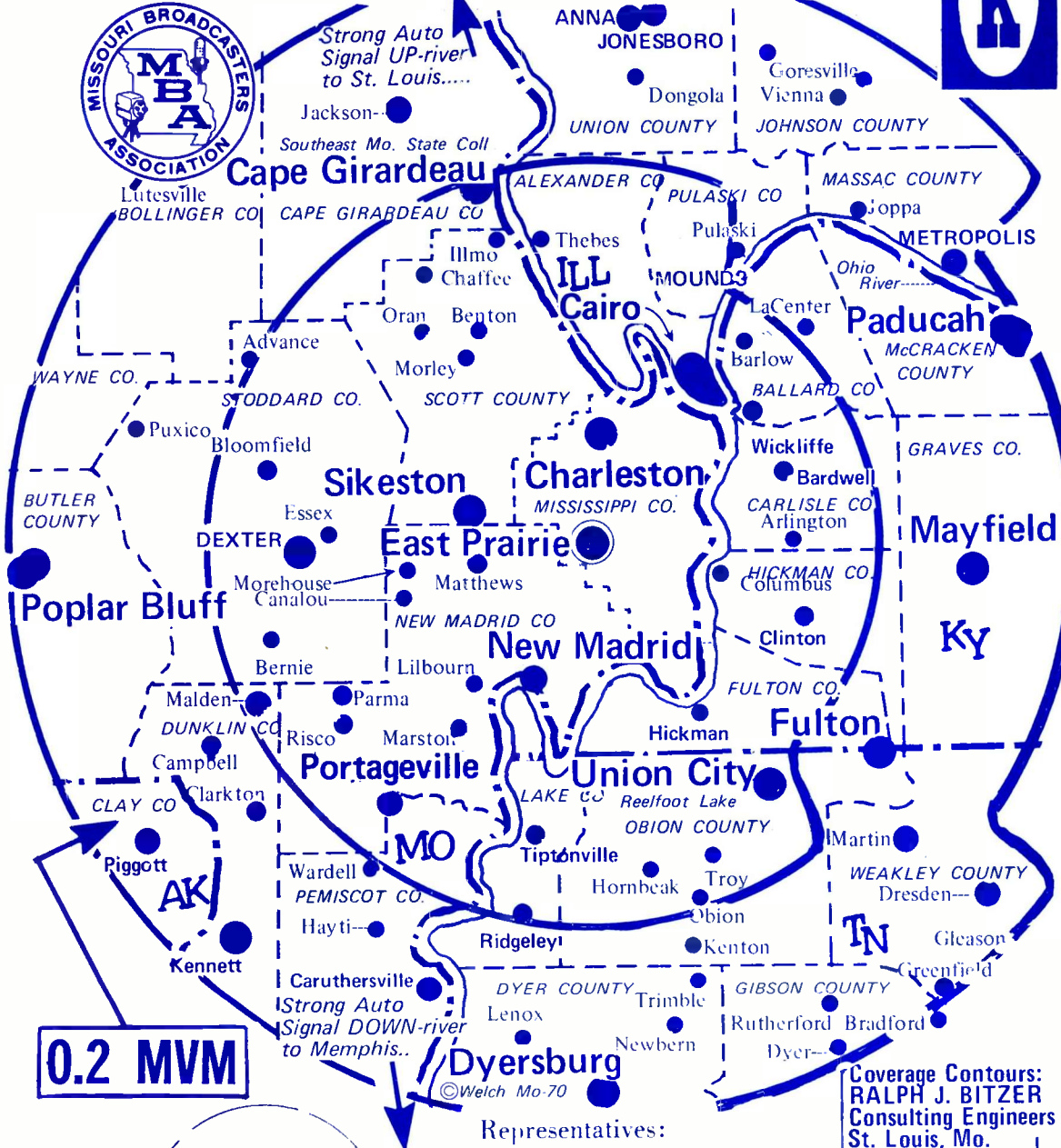
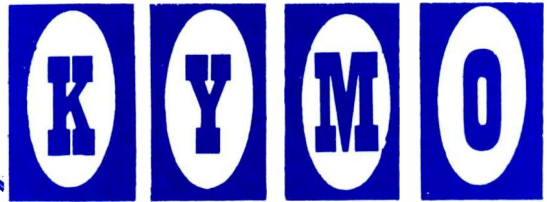
COLUMBIA - JAMESTOWN - PRAIRIE HOME - CALIFORNIA - TIPTON - BUNCETON - OTTERVILLE  
PILOT GROVE - BLACKWATER - NELSON - LAMINE - SPEED - CENTRALIA - ROCHEPORT

**DIAL OPERATOR & ASK FOR ENTERPRISE #30017**

**Boonville Number 882-6686**

**Howard County 848-2646**

FOR CLEAR CHANNEL 1080 RADIO →



SOUTHEAST MISSOURI is the richest farm production area in the state. Besides heavy production of corn wheat and soybeans, the area ranks high in cattle and swine production — and cotton is still a principal crop, with numerous cotton gins and linseed oil production mills within 20 miles radius of East Prairie.

SOUTHEAST MISSOURI was once only a farming region. In the past decade, America's major companies have found that top rail and highway transportation, coupled with low-cost water freight in this area gives industries the incentive to move here. Major plants in production include: Noranda Aluminum, West Vaco Pulp & Paper, Charmin Paper Products, Union Carbide, General Tire & Rubber, Brown Shoe Co., International Shoe Co., Potlatch Forests, Inc., Anchor Toy Co., and Goodyear Rubber Company.

KYMO RADIO serves the five-state area on the American 1-B Clear Channel 1080 . . . with a coverage of some 3,035 square miles in this combined rich farming and growing industrial complex.

PEOPLE COUNT on KYMO RADIO . . . First in Southeast Missouri with 20-20 Radio News; the River conditions, radar weather, highway safety reports, farm markets, sports news — and special housewife features.

KYMO 10-80 RADIO plays tight-formated C&W from sign-on til noon — contemporary from noon to sign-off. With this double-chart type of programming, we reach all segments of the radio audience

0.2 MVM

CLEAR CHANNEL



KYMO

1080 RADIO

Representatives:  
**C. K. Beaver Associates**

Coverage Contours:  
**RALPH J. BITZER**  
Consulting Engineers  
St. Louis, Mo.

Market Data:	0.5 MVM Coverage	0.2 MVM Coverage
Population . . . . .	235,670	912,890
Households . . . . .	74,960	290,030
AM Radio Homes . . . . .	73,080	288,920
Auto Ownership . . . . .	98,890	389,530
Farm Population . . . . .	43,810	168,930
Spendable Income . . . \$	553,094,000	2,022,044,000
Total Retail Sales . . . \$	463,935,000	1,694,903,000
Food Stores . . . . . \$	74,937,000	322,197,000
Drug Stores . . . . . \$	11,253,000	43,284,000
Department Stores . . . \$	49,297,000	163,083,000
Apparel Shops . . . . . \$	20,035,000	75,936,000
Homefurnishings . . . . \$	21,993,000	82,193,000
Auto Dealers . . . . . \$	73,882,000	314,839,000
Service Stations . . . . \$	35,094,000	135,935,000
Gross Farm Income . . . \$	216,788,000	702,953,000

SOURCE: SRDS Consumer Data 1970. ©

USHER BROADCASTING  
Barney L. Webster,  
Executive Vice President/General Manager  
Postal Box 254  
Phone (314) 649-3597  
East Prairie, Missouri  
63845

Prepared by: **RADIO Unlimited**



INTERFERENCE FREE COVERAGE

DAYTIME

1010 K.C.

# KXEN

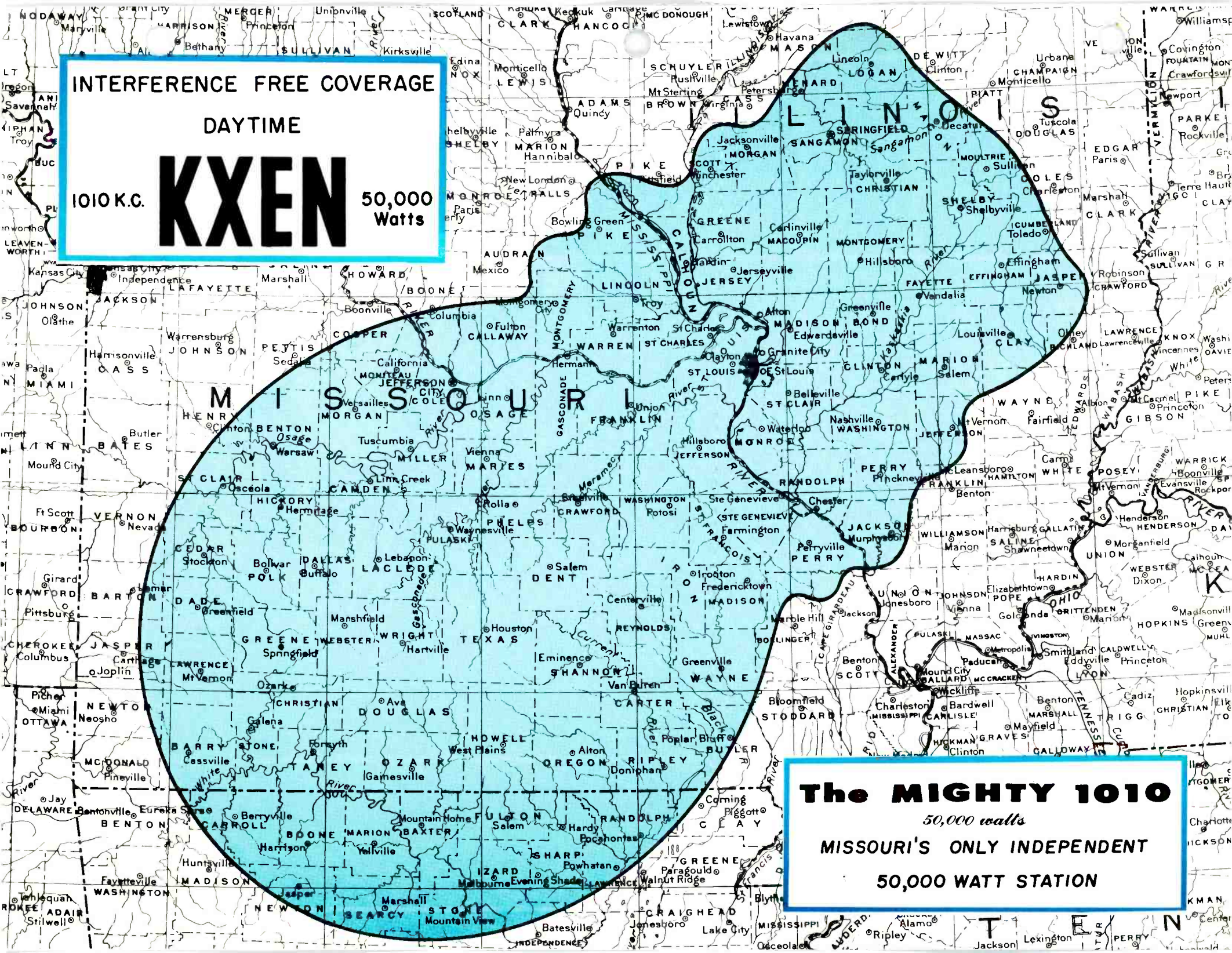
50,000  
Watts

## The MIGHTY 1010

*50,000 watts*

MISSOURI'S ONLY INDEPENDENT

50,000 WATT STATION





INTERFERENCE FREE COVERAGE

DAYTIME

1010 K.C.

# KXEN

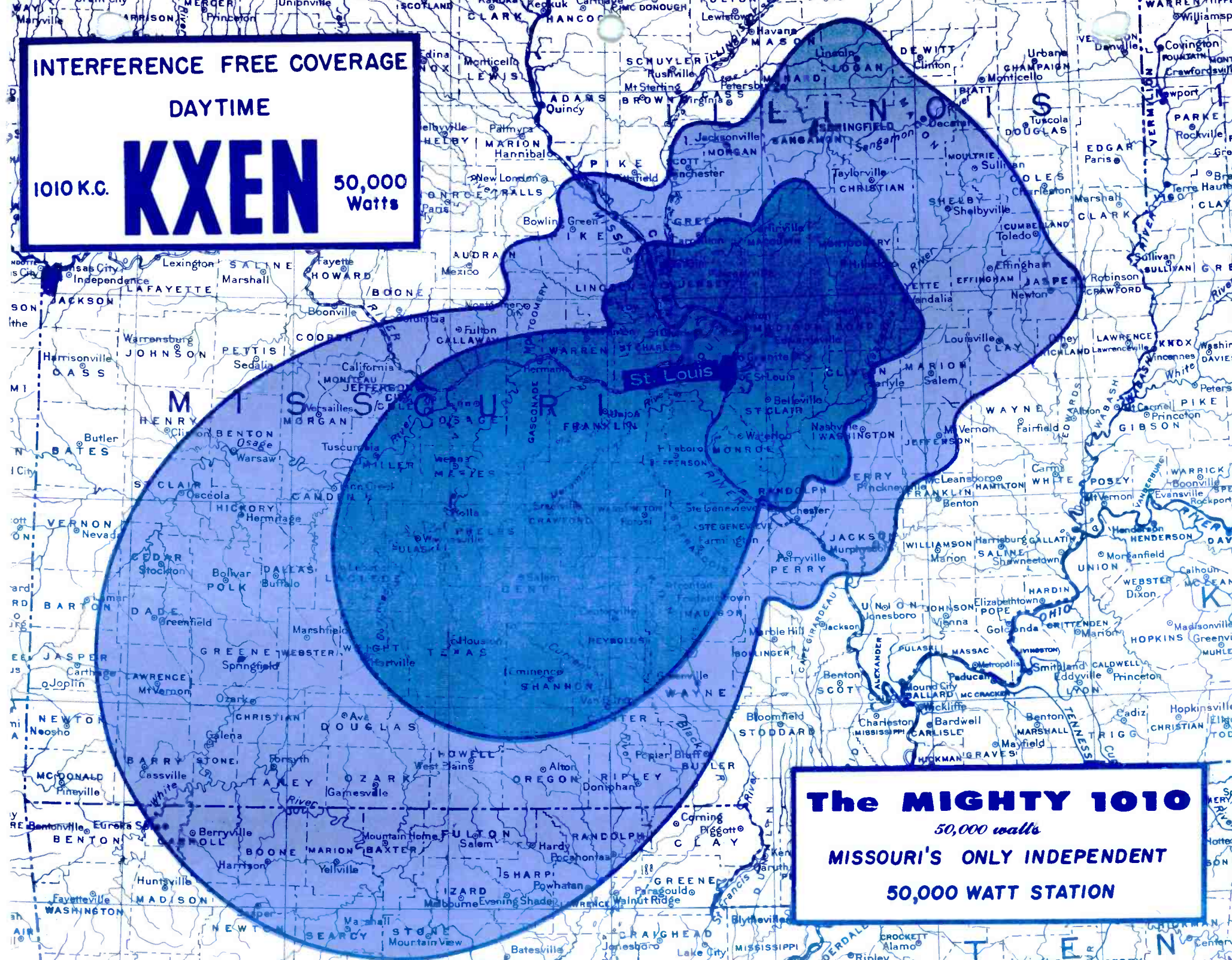
50,000  
Watts

## The MIGHTY 1010

*50,000 watts*

**MISSOURI'S ONLY INDEPENDENT**

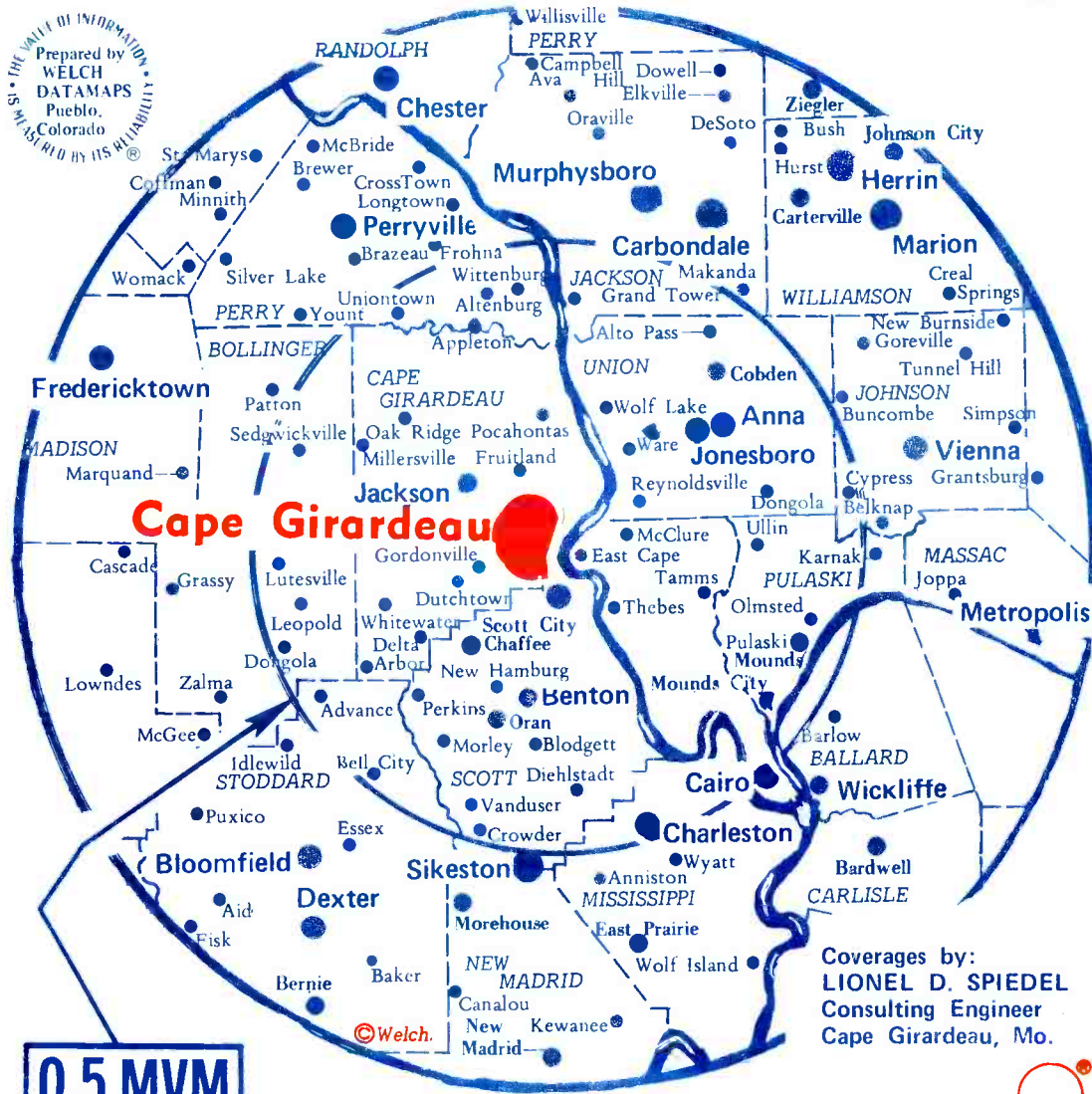
**50,000 WATT STATION**





# KZYM RADIO - "The Little Giant with the Country-Wide Sound" at 1220!

Prepared by  
WELCH  
DATAMAPS  
Pueblo,  
Colorado



**0.5 MVM**

Coverages by:  
**LIONEL D. SPIEDEL**  
Consulting Engineer  
Cape Girardeau, Mo.

## Facts about CAPE GIRARDEAU Missouri

CAPE GIRARDEAU — an "All-America" city on the go . . . is a center for education, recreation, diversified industries, governmental offices, and retail trade center.

Located on the Mississippi River, Cape is 115 miles south of St. Louis — 160 miles north of Memphis . . . home of Southeast Missouri State University.

CAPE GIRARDEAU is the trade center of a 10-county market, with 34,750 population and a Retail Trade Zone exceeding 234,000. The toll-free river bridge at Cape brings thousands into our city from southern Illinois, scene of extensive grain farming. Cape is served by two railroads, several buslines, and Ozark Air Lines, with service to 43 cities.

CAPE GIRARDEAU and the county has more than 75 manufacturing and processing firms, providing higher-than-average income.

## Facts about the "LITTLE GIANT" at 1220

KZYM RADIO serves the two-state with the selling sound of modern country music, full coverage news twice per hour, special entertainment and public affairs programs of interest locally — plus farm markets and features. Since 1966 — the only Cape-area station programming the modern country sound!



**1220 kHz**

**250 Watts Days**

Jerome B. Zimmer  
General Manager  
1025 Broadway  
Phone (314) 335-8291

**Cape Girardeau, Missouri**  
63701

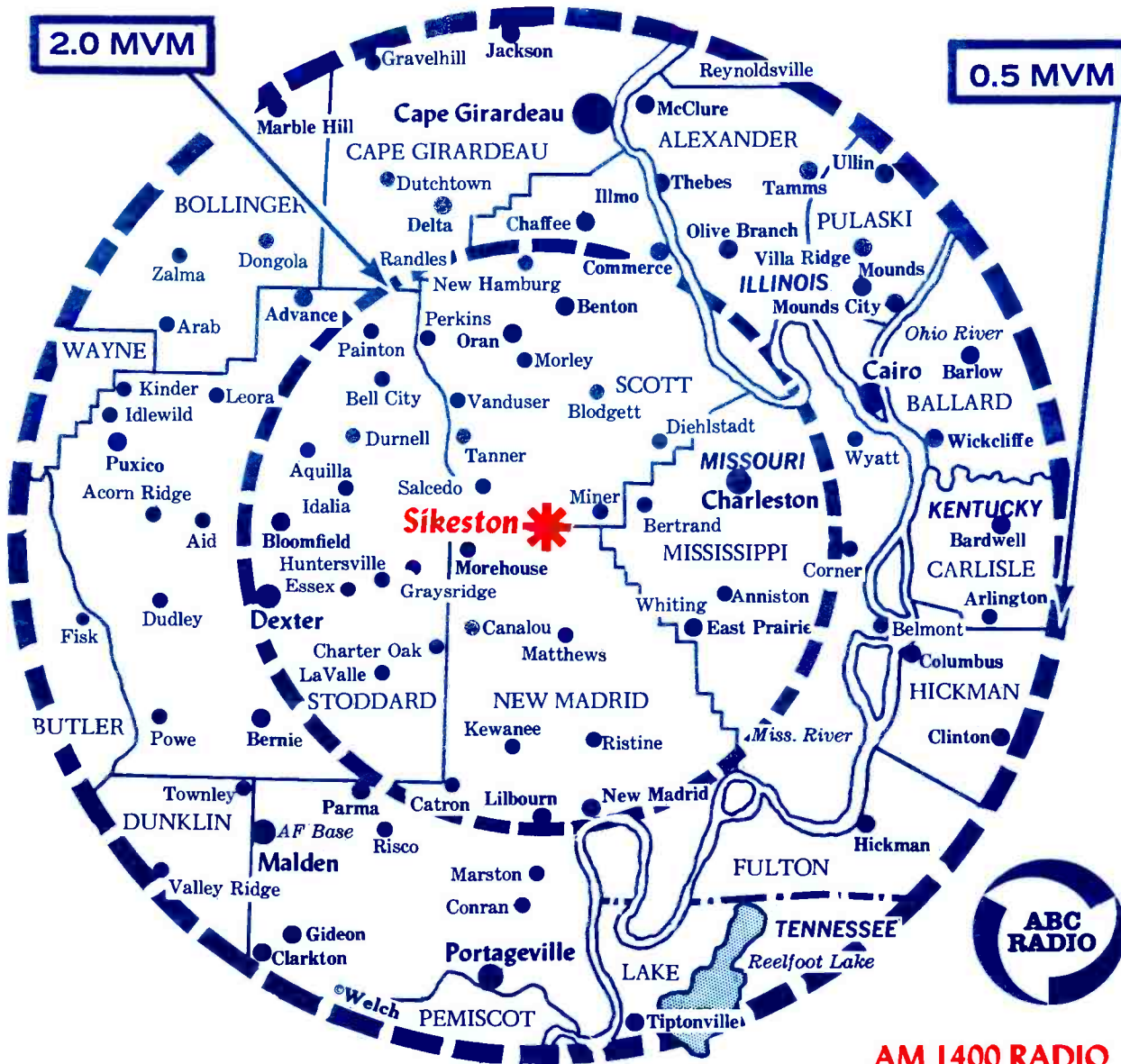


	0.5 MVM	0.25 MVM
<b>Market Data:</b>	COVERAGE	COVERAGE
Population . . . . .	105,350	304,920
Households . . . . .	35,140	101,820
Radio Homes . . . . .	34,930	100,250
Auto Owners . . . . .	52,130	151,140
Farm Homes . . . . .	4,920	10,210
Spendable Income	\$289,729,000	679,235,000
Total Retail Sales	\$220,183,000	544,926,000
Food Stores . . . . .	\$ 36,299,000	105,552,000
Drug Stores . . . . .	\$ 7,112,000	14,385,000
Department Stores	\$ 31,055,000	62,319,000
Apparel Shoppes . . .	\$ 8,905,000	22,557,000
Homefurnishings . . .	\$ 9,332,000	24,188,000
Auto Sales . . . . .	\$ 38,338,000	106,043,000
Service Stations . . .	\$ 19,553,000	48,105,000
Farm Income . . . . .	\$ 56,999,000	182,291,000
Source: SRDS Consumer Data 1974.		

Serving the Garden Spot of America . . . .



ABC Radio for Southeast Missouri  
Sikeston, Missouri



- \* Local News sikepondents spread across KSI-M-LAND to report Regional News . . . plus AP World News. ABC Network News at :55. Local News on the half-hour.
- \* Music planned for Adult Listening.
- \* 45 Minutes Farm News each morning plus 10 minutes noontime Monday thru Saturday.
- \* Sports News 20 minutes past the Hour . . . plus: St. Louis Cardinal baseball, Cardinal Pro Football, Missouri Tigers football and Arkansas Razorbacks football. Missouri Tigers basketball. Local High School football and basketball plus Little League, Connie Mack and Babe Ruth League baseball (local play-by-play coverage).
- \* Weather Reports direct from Missouri Delta weather station.
- \* On-the-Spot Special Event Mobile Units.

Owned and Operated by:  
**SIKESTON COMMUNITY BROADCASTING CO.**  
1501 Malone Avenue—Phone (314) 471-1400  
SIKESTON, MISSOURI 63801

MARKET DATA:	2.0 MVM Coverage	0.5 MVM Coverage
Population .....	81,800	226,100
Households .....	22,680	67,090
Radio Homes .....	18,420	57,060
Automobiles .....	22,110	65,720
Spendable Income (CSI).....	\$106,754,000	317,159,000

**RETAIL SALES:**

Food Stores .....	\$ 20,876,000	58,415,000
Drug Stores .....	\$ 2,320,000	7,154,000
Genl. Merchandise .....	\$ 6,399,000	20,481,000
Apparel Stores.....	\$ 4,150,000	12,066,000
Home Furnishings .....	\$ 3,818,000	11,453,000
Auto Sales .....	\$ 11,433,000	42,376,000
Service Stations .....	\$ 9,645,000	25,075,000
*Total Retail Sales.....	\$ 79,906,000	242,081,000

**FARM DATA:**

Farm Population.....	19,300	61,700
Gross Farm Income .....	\$ 80,616,000	170,867,000

SOURCE: SRDS Data exclusively.

Prepared by MARKET DATA ASSOCIATES

AM 1400 RADIO  
1000 Watts Days  
250 Watts Nights

# KSIM

SIKESTON, MISSOURI 63801

National Representative: The Meeker Company  
In the Progressive Southland: C. K. Beaver Associates





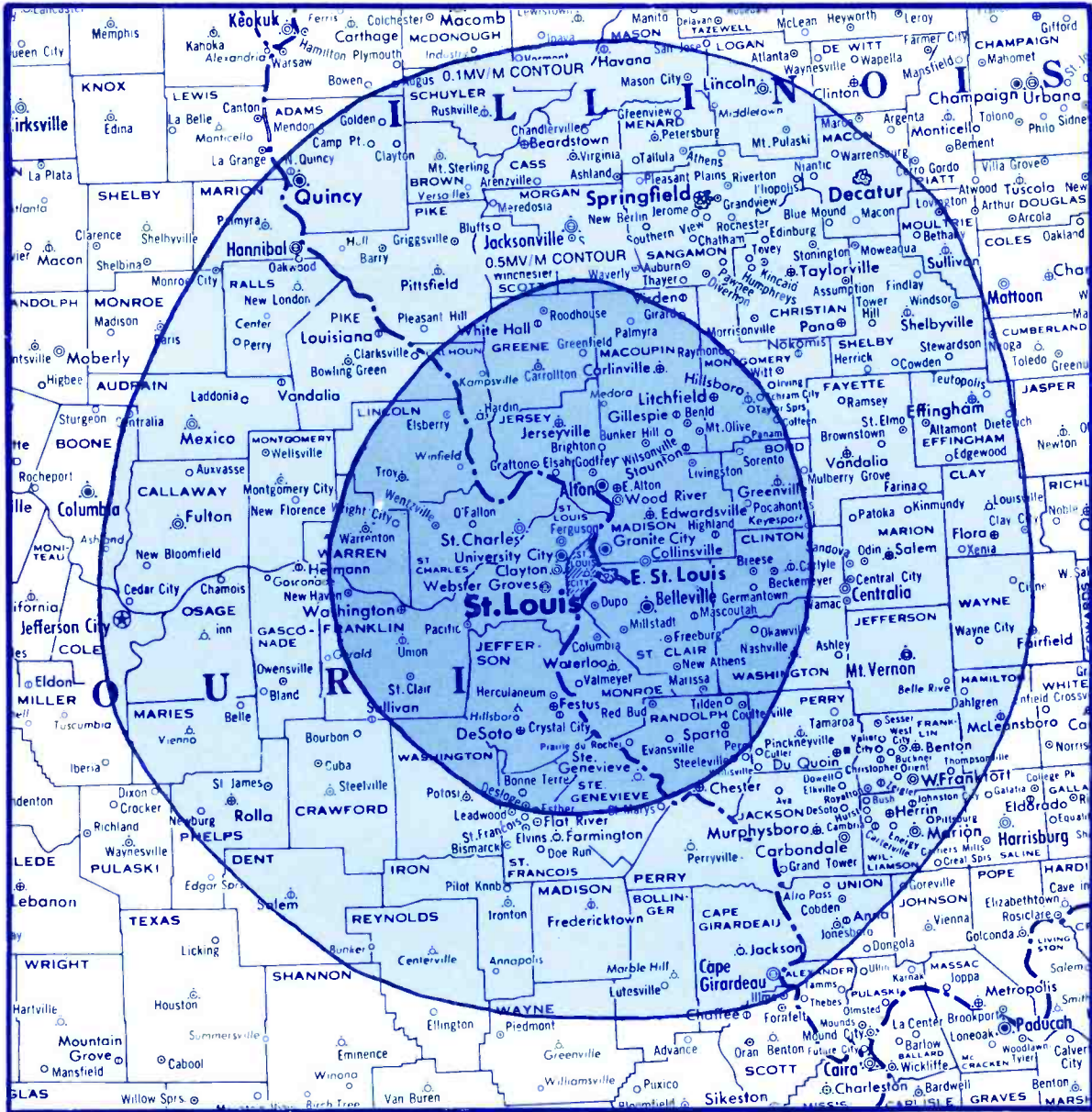


# KSIV

AM RADIO 1320

St. Louis' Inspirational Voice

# COVERAGE MAP



**Frequency:**  
1320 AM

**Power:**  
5,000 Watts  
Non-directional

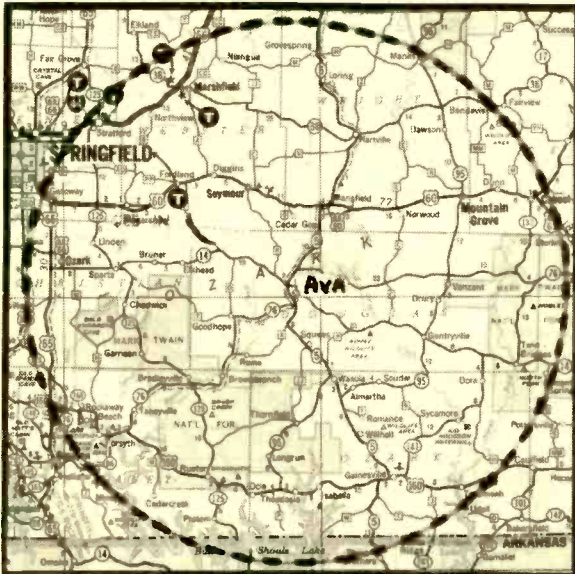
**Population:**  
Over 3 Million

**Bible Study Programs, Christian News and Information**  
*All Day ... Every Day!*



# KSOA

BOX 386 AVA, MO. 65608 (417) 683-4191



AM 1430 KHZ - -

**SERVING . . . . .**

**AVA, MISSOURI**

1970 Population	2,504
1960 Population	1,581
	<u>923</u>

58% GROWTH!

**DOUGLAS COUNTY**

1967 Population 9,268

**RATE CARD NO. 3**

**AUGUST 1, 1973**

**YEAR PLANS**

Times Run	Base Rate
1	1.00
50	.90
100	.80
300	.70
600	.60
1,000	.50
3,000	.40
6,000	.30
12,000	.20
18,000	.10

**SHORT PLANS**

100	60
Run Within Ten Days . . .	
1,000	.40
Run Within One Hundred Days	

**FIGURING COSTS**

**Announcements**

Rates are for the first five seconds of any size announcement. Add ten cents for each additional five seconds.

**Programs**

Rates cover cost per minute. Find total number of minutes.

**Policy**

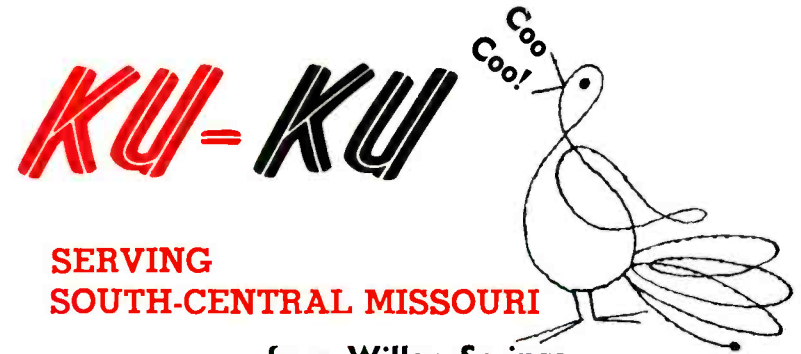
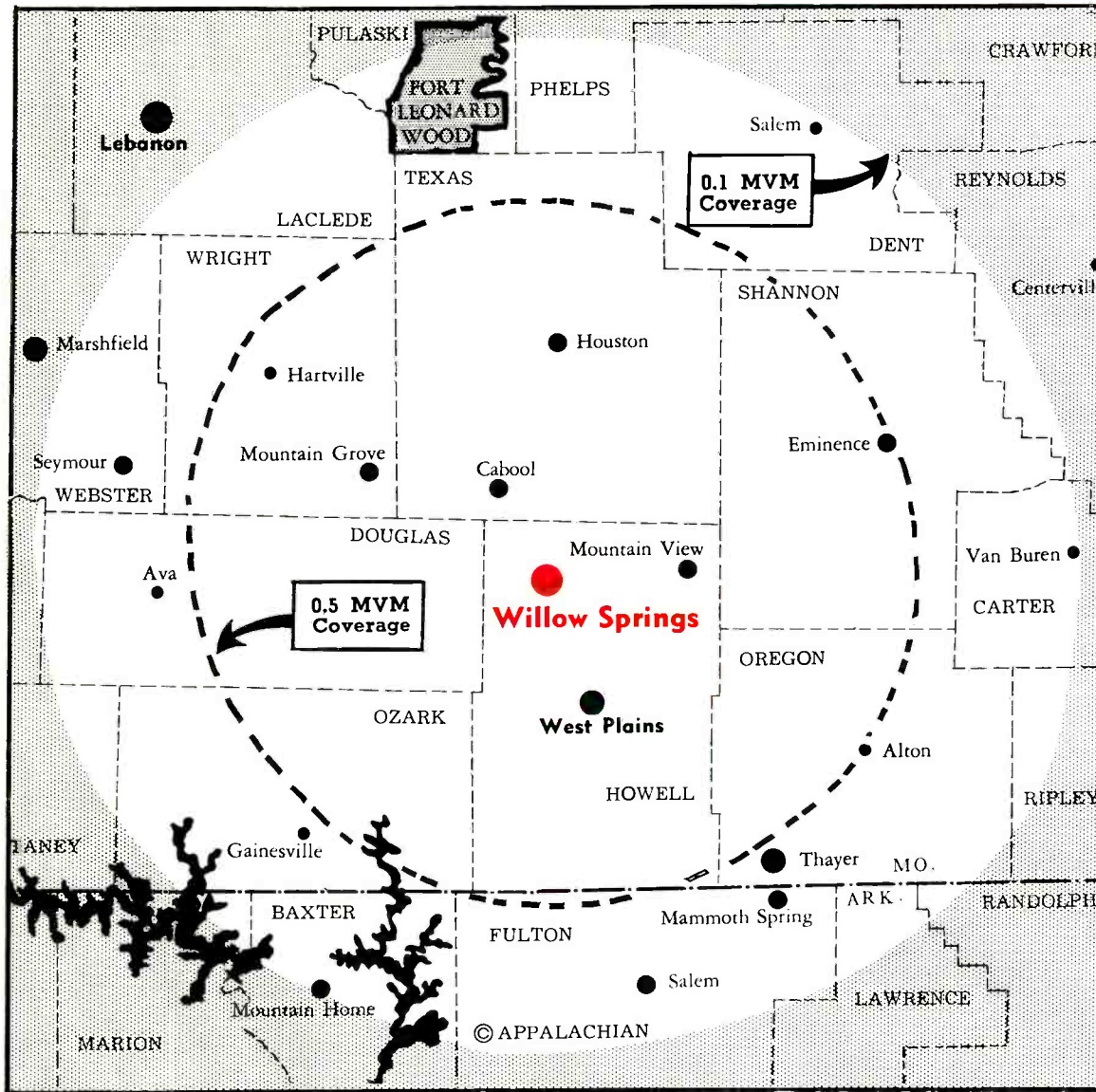
Rates for airtime only. Due as run, to be paid monthly. Political payment and copy due 24 hours in advance. All FCC rules and legal requirements observed. Agency commission paid on gross to recognized firms and limited to 15% of airtime cost.

**News Programming**

News in Depth newscasts at 7 AM and Noon.

News in Brief on the hour and half hour.

1000 Watts at 1330 KC Daytime



**SERVING  
SOUTH-CENTRAL MISSOURI**

from Willow Springs

VARIETY RADIO — the Best selected programming covering wire and local news; country, western and popular music; full coverage of farm and public service events.

**1000 Watts — 1330 KC — Daytime**

**Robert F. Neathery, Owner**  
**PHONE 500**  
**Willow Springs, Missouri**

**MARKET DATA:**

	0.5 MVM Coverage	0.1 MVM Coverage
Total Population	70,400	295,500
Total Households	22,320	87,590
Radio Homes	21,720	86,160
Passenger Cars	24,150	96,500
Consumer Spendable Income	\$71,541,000	350,394,000

**RETAIL SALES:**

Food Stores	\$10,790,000	54,945,000
Drug Stores	\$ 1,952,000	13,051,000
General Merchandise	\$11,196,000	41,830,000
Apparel Stores	\$ 2,539,000	15,315,000
Home Furnishings	\$ 2,246,000	13,347,000
Auto Sales	\$14,741,000	57,667,000
Filling Stations	\$ 6,587,000	26,710,000
Building Materials	\$ 9,302,000	39,456,000
<b>TOTAL RETAIL SALES</b>	<b>\$67,039,000</b>	<b>296,311,000</b>

**FARM DATA:**

Farm Population	43,600	86,700
Farm Households	10,200	23,080
Farm Radio Homes	10,172	22,850
Gross Farm Income	\$30,235,000	66,610,000

**KU-KU**

Willow Springs,  
Missouri

Affiliated with KALM Thayer and KWPM West Plains

Represented Exclusively by: **MAGIC CIRCLE**

1718 Meadowmere/TUxedo 1-4114/Springfield, Missouri

SOURCE: SRDS Consumer Market Data, 1962; American Automobile Association; REA Farm Survey Reports; RETMA.

Design by Appalachian Advertising Associates



# KRMS

Your Lake of the Ozarks Station

AM 1000 Watts  
1150 KC

Central Missouri Broadcasting Company

Phone: 348-2772

FM 2450 Watts  
93.5 MC

P.O. Osage Beach, Mo. 65065

SERVING ELEVEN COUNTIES

IN

CENTRAL MISSOURI

WITH A

COMBINED POPULATION OF MORE THAN 405,210

Benton - - 8737	Maries - - 7282
Boone - - 55202	Miller - - 13800
Callaway - 23858	Moniteau - 10500
Camden - 9116	Morgan - 9476
Cole - - - 40761	Osage - - 10867
Cooper - - 15448	Pettis - - 35120
Dallas - - 9314	Phelps - - 25396
Henry - - 19226	Polk - - - 13753
Hickory - 4516	Pulaski - - 46567
Howard - 10859	St. Clair - 8421
Laclede - 18991	

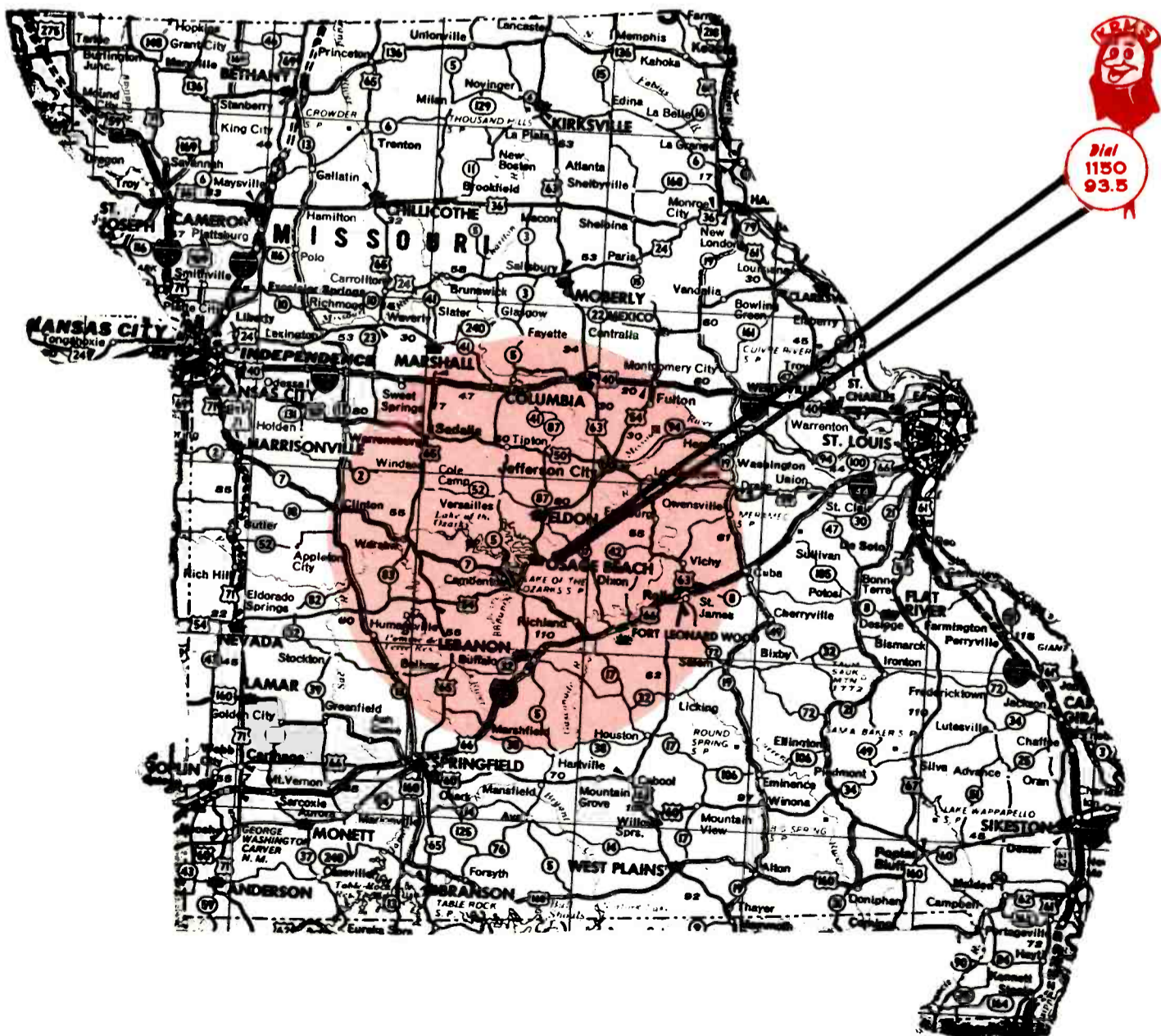
### WHY KRMS?

KRMS is located in central Missouri close to a point where Miller, Morgan and Camden counties meet. It fills in the void that would otherwise exist between St. Louis and Kansas City radio station coverage.

KRMS favors no particular city or town in its coverage area, a unique situation in radio broadcasting.

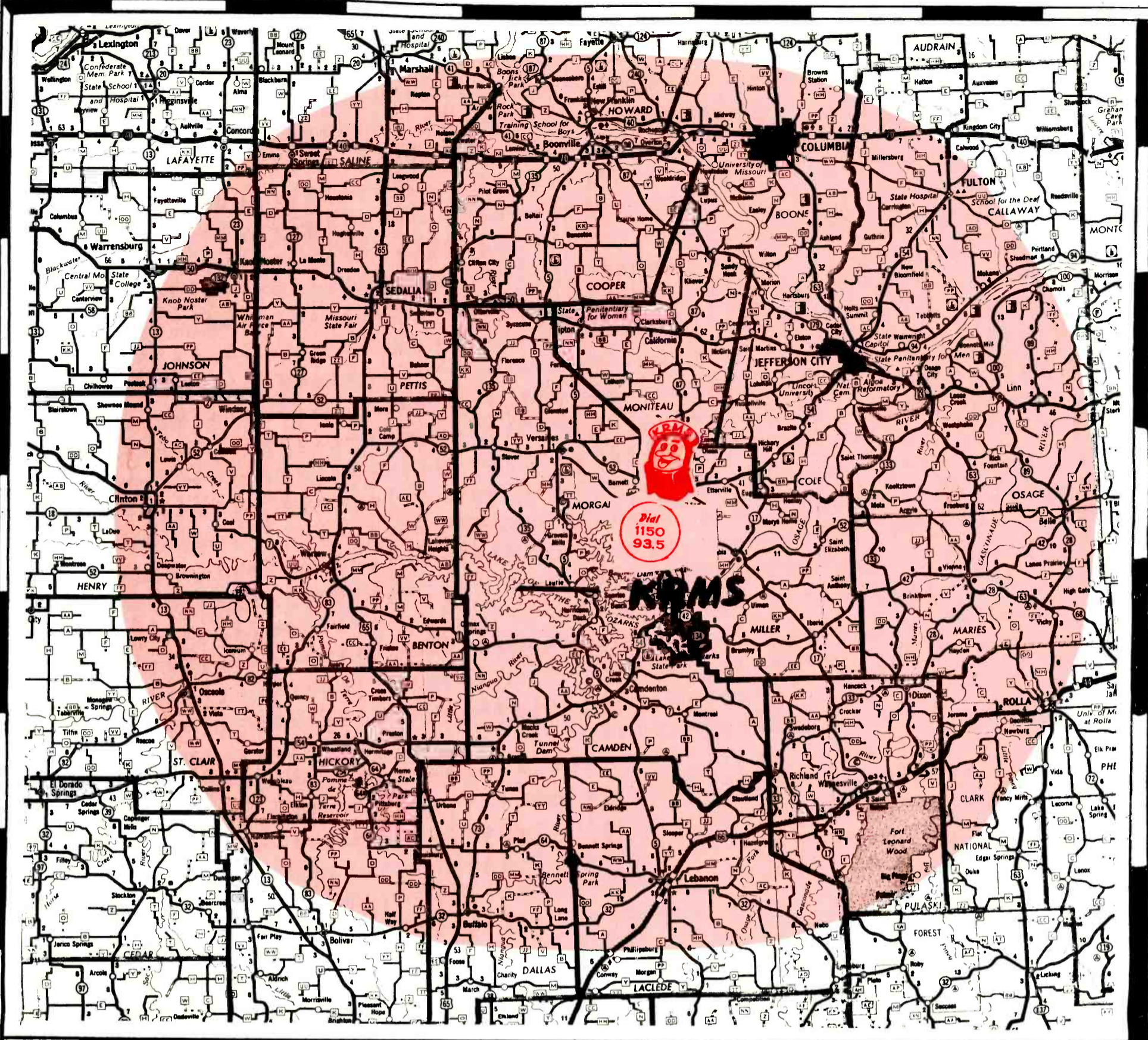
KRMS coverage is not duplicated by any other radio station or newspaper. No one newspaper or radio station covers the entire Lake of the Ozarks Region--KRMS DOES! All newspapers in the area are weekly papers---there are no other radio stations in the area. Therefore more people in the Lake of the Ozarks Region are reached thru KRMS than is possible by any other media. It provides the only available COMPLETE COVERAGE.

KRMS has the only leased wire news, weather and sports wire (Associated Press) in the Lake of the Ozarks Region, radio or newspaper! Local news dominates KRMS newscasts, however there are at least three fifteen minute newscasts daily covering world news.



GEORGE L. PEERY  
723 GAMBLE ST.  
BROOKFIELD, MO.





AM  
1150 kc.

# K R M S

FM  
93.5 mc.

"THE VOICE OF THE LAKE OF THE OZARKS"

MUSIC — NEWS — WEATHER — SPORTS

HWY. 54 — OSAGE BEACH — PHONE 314-348-2772

Sign On 6 AM -- AM - FM  
AM - Off Sunset  
FM - 11 PM - Night Coverage

\* Our Business Is Bringing Buyer and Seller Together \*



# KQYX

## 10,000 WATTS



**KQYX RADIO**  
1560 KHZ  
**ABC**

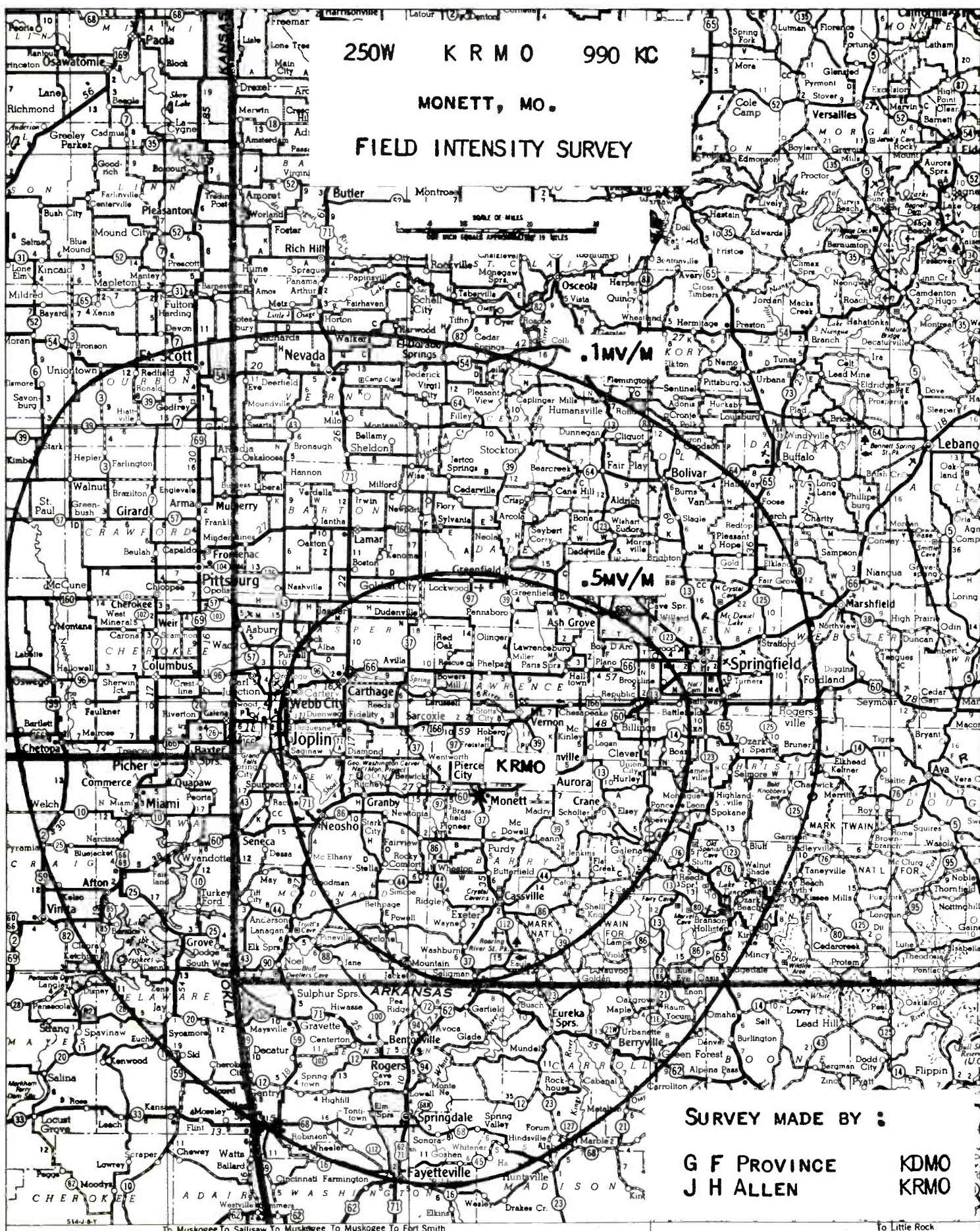
**Wm. B. NEAL BROADCASTING CO.**  
2510 W. 20th STREET  
JOPLIN, MISSOURI 64801  
417-781-1313



25W K R M O 990 KC

MONETT, MO.

# FIELD INTENSITY SURVEY



SURVEY MADE BY :

G F PROVINCE  
J H ALLEN

KDMO  
KRMO

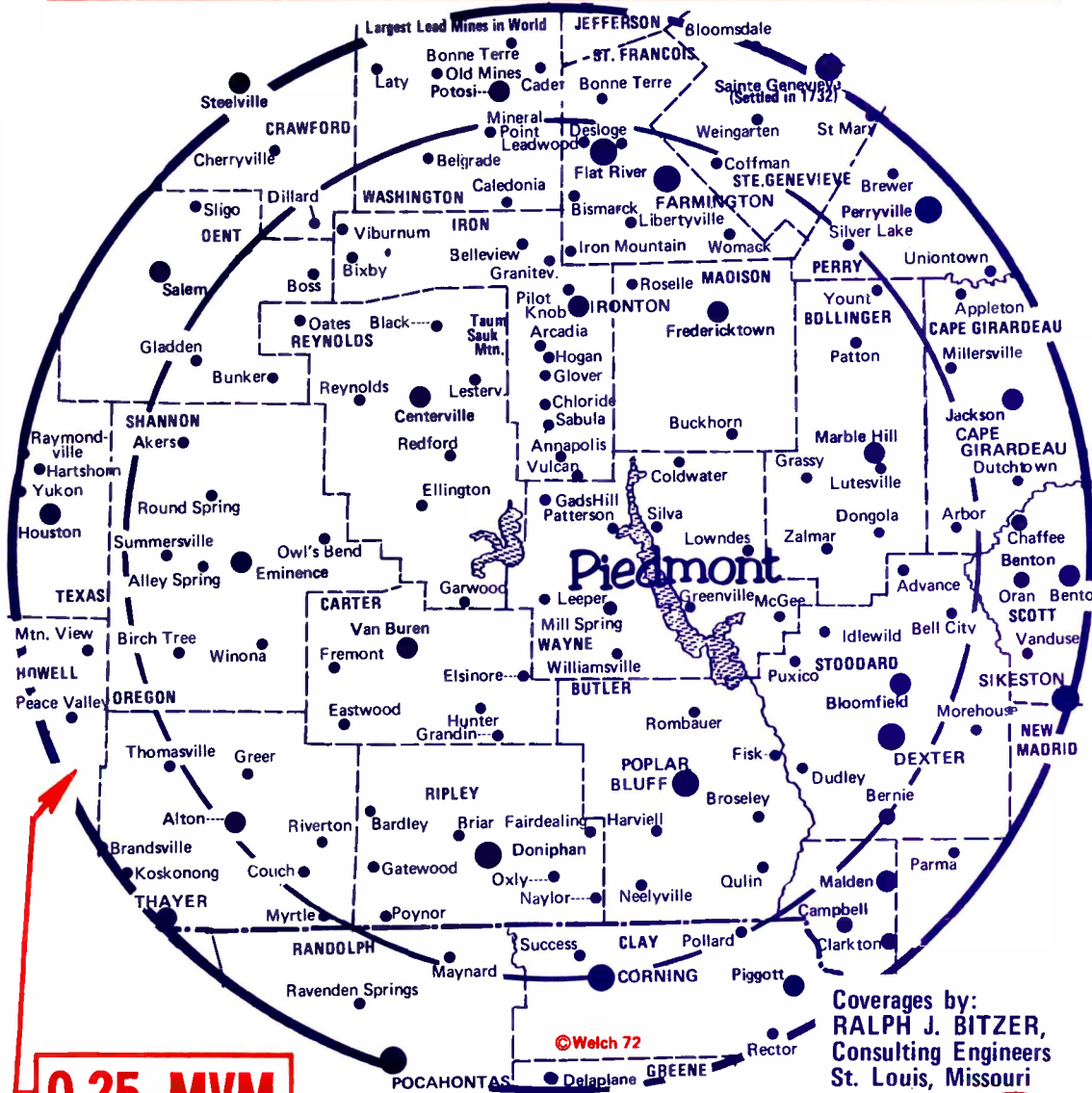
To Muskogee To Sallisaw To Muskogee To Muskogee To Fort Smith

To Little Rock



# KPWB RADIO - The Kuntry Voice of the Ozarks

## Modern Country Radio =KPWB



**0.25 MVM**

Coverages by:  
**RALPH J. BITZER,**  
Consulting Engineers  
St. Louis, Missouri



# KPWB

Piedmont, Missouri

**1140 kHz Day**

**1000 WATTS**

WAYNE COUNTY  
BROADCASTING CO.

Dennis L. Hovis,  
General Manager

Box 50 - Highway HH  
Phone (314) 223-4218

Piedmont, Missouri  
63957

### Market Data:

	0.5 MVM Coverage	0.25 MVM Coverage
Population .....	95,280	338,490
Households .....	38,120	112,830
Radio Homes .....	37,820	111,800
Auto Owners .....	45,290	137,190
Farm Homes .....	5,200	13,290
Spensible Income ... \$	238,290,000	783,541,000
Total Retail Sales ... \$	172,882,000	534,920,000
Food Stores .....	34,882,000	118,912,000
Drug Stores .....	3,993,000	17,880,000
Department Stores ... \$	20,183,000	63,812,000
Apparel Shops .....	5,728,000	25,292,000
Homefurnishings .....	6,777,000	22,974,000
Auto Sales .....	32,193,000	108,328,000
Service Stations .....	16,085,000	55,987,000
Gross Farm Income ... \$	79,269,000	278,029,000

Source: SRDS Consumer Data 1972. ©

KPWB COUNTRY begins in Piedmont, Missouri . . . situated deep in the heart of the Ozarks . . . serving one of the nation's most beautiful recreational areas.

KPWB RADIO serves an area where thousands of tourists and sportsmen come annually to Clearwater Lake, Wappapello Lake, National Scenic Waterways Recreational Area, the world's largest springs, and three area state parks.

KPWB COUNTRY has more than 20 diversified manufacturing plants and several multi-million dollar mining operations mining lead, zinc, iron, copper and by-products.

KPWB RADIO delivers a clear-channel signal at 1140 on area dials . . . and is the only daily news-advertising medium in Wayne County.

KPWB RADIO, with 1000 power-packed watts . . . programs country and gospel music (in the midst of Missouri's Gospel Belt) . . . plus local and AP Wire News, farm and livestock reports, the weather, highway and fishing reports by beeper phone from area fishing experts.

KPWB RADIO has on-air personalities who sell for you . . . to a receptive audience . . . by a clear-channel signal 1140 . . . with 1000 watts daytime!

Regional Representative:  
**MAGIC CIRCLE NETWORK**  
Springfield, Missouri  
See Current SRDS Radio  
for Rates and Information  
or Call (314) 223-4218.

Prepared by:

**RADIO Unlimited**  
Pueblo, Colorado

The Clear Channel Voice of Clearwater-Wappapello at 1140

# KOKO

## 1450 KCS

### COVERAGE MAP



RETAIL TRADE  
ZONE  
81,000 IN  
THE 2 MV-M AREA  
BROADCASTING  
1KW - D 250 W-N  
5 A.M. to  
Midnight

  
mutual  
broadcasting  
system, inc.



# KOKO PROFILE

## MUSIC FORMAT

### COUNTRY & WESTERN

M-F 5:00 a.m. to 7:30 a.m.  
12:30 p.m. to 3:00 p.m.  
Saturday: 11:10 a.m. to 12:00 Noon  
(Bluegrass Show)  
12:30 p.m. to 6:00 p.m.

### CONTEMPORARY

8:10 a.m. to 12:00 Noon  
5:00 p.m. to 6:00 p.m.

### POPULAR "TOP 100"

3:00 p.m. to 5:00 p.m.  
6:30 p.m. to 11:30 p.m.

### OTHER

Religious 6:00 a.m. to 12:00 Noon Sunday



On The Half Hour 5:30 A.M.-10:30 P.M.

### MIDWEST WEATHER

On The Hour

5 MIN. 7:15 a.m. 12:15 p.m. 5:20 p.m.

### MISSOURI NETWORK

6:05 a.m. 6:20 a.m. 6:40 a.m. 8:20 a.m.  
9:20 a.m. 11:20 a.m. 12:20 p.m. 12:45 p.m.

### NEWS

LOCAL: 11:00 a.m. 12:00 Noon 5:00 p.m.

SPORTS: M-F 5:35 a.m. 7:30 a.m. 12:10  
5:35 p.m. 6:35 p.m. 10:35 p.m.

Sat.: 5:35 a.m. 7:35 a.m. 10:05 a.m.  
2:35 p.m. 4:05 p.m. 6:35 p.m.  
10:35 p.m.

Sun.: 7:25 a.m. 10:35 a.m. 12:12 p.m.  
1:35 p.m. 2:35 p.m. 6:35 p.m.  
10:35 p.m.

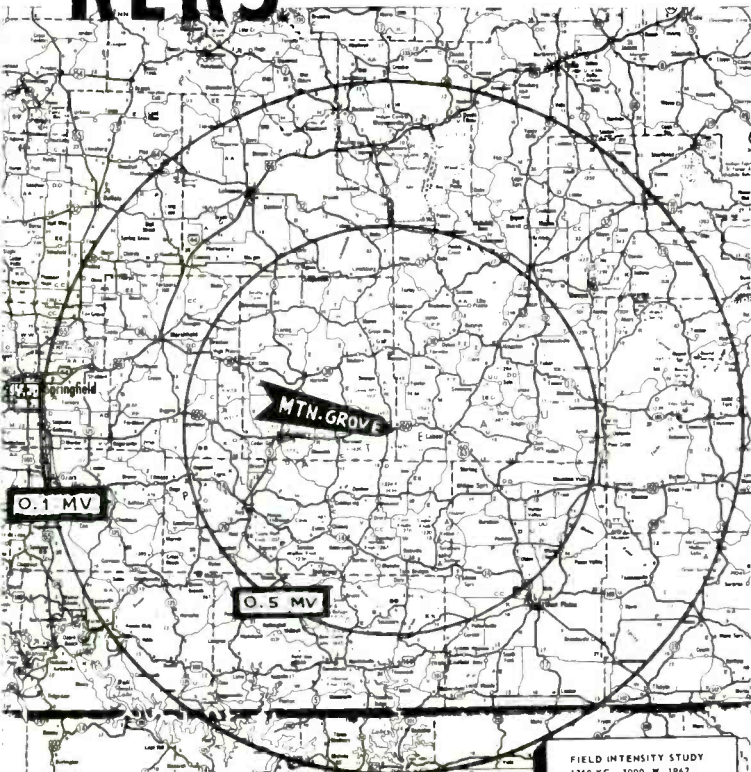
WALLSTREET: 11:35 a.m. 12:25 p.m. 5:25 p.m.

### SPORTS

Live Coverage Of

K.C. Royals Baseball  
K.C. Chief's Football  
Central Mo. University Mules  
(Football & Basketball)  
Indianapolis "500"  
Selected Nascar Races

# KLRS



## KLRS RADIO

RETAIL RATE CARD NO. 3

September 1, 1973

### 1. SPOT ANNOUNCEMENTS

no. per week	no. per year	1 min.		30 sec.	
		BAT	P.T.	BAT	P.T.
5	60	2.00	2.40	1.60	1.90
10	120	1.80	2.15	1.45	1.75
15	240	1.70	2.05	1.35	1.60
20	360	1.60	1.90	1.30	1.55
30	520	1.50	1.80	1.25	1.50
40	780	1.40	1.70	1.20	1.45
60	1200	1.30	1.55	1.15	1.40

Prime Time 6-9 A.M. 4-6 P.M. Monday - Saturday

### 2. PROGRAMS

	OPEN RATE	13 or more weeks
5 min.	3.00	2.50
14 min.	10.00	8.00
29 min.	20.00	15.00
59 min.	35.00	27.50

Remote Broadcasts and Special Programs rates on request.

KLRS BROADCASTING COMPANY

Route 4

Mountain Grove, Missouri 65711

Telephone: 926-4650



**1360**

on your dial

**K**

**L**

**R**

**S**

Local news

Local weather

Local top survey music

Local daily interviews

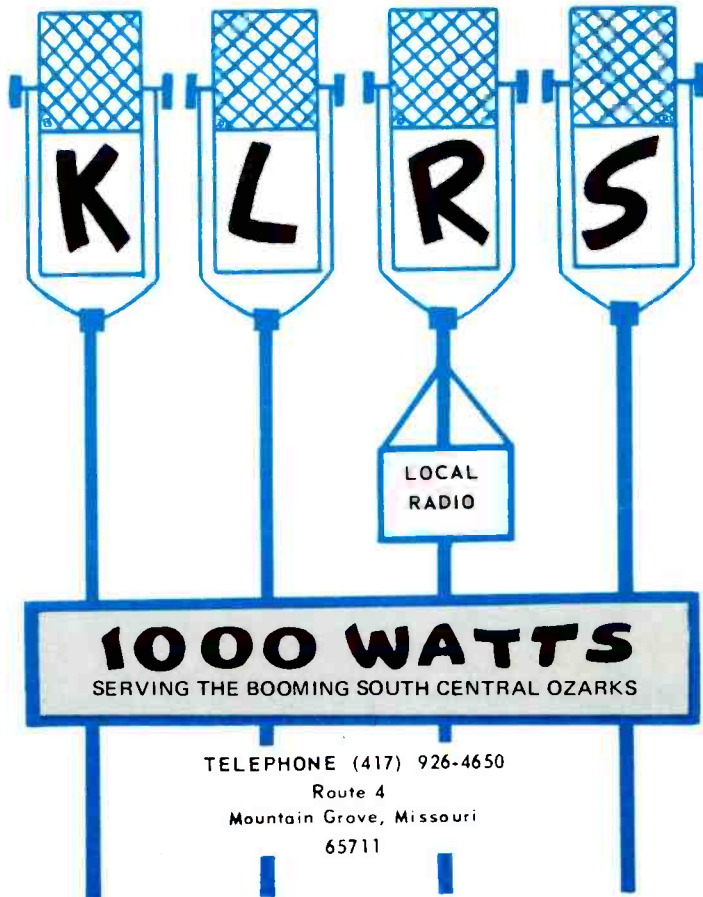
Local mobile programming

Local service to

Local towns sells

Local buyers

Tall Tower  
1,000 Watts Power



**1000 WATTS**

SERVING THE BOOMING SOUTH CENTRAL OZARKS

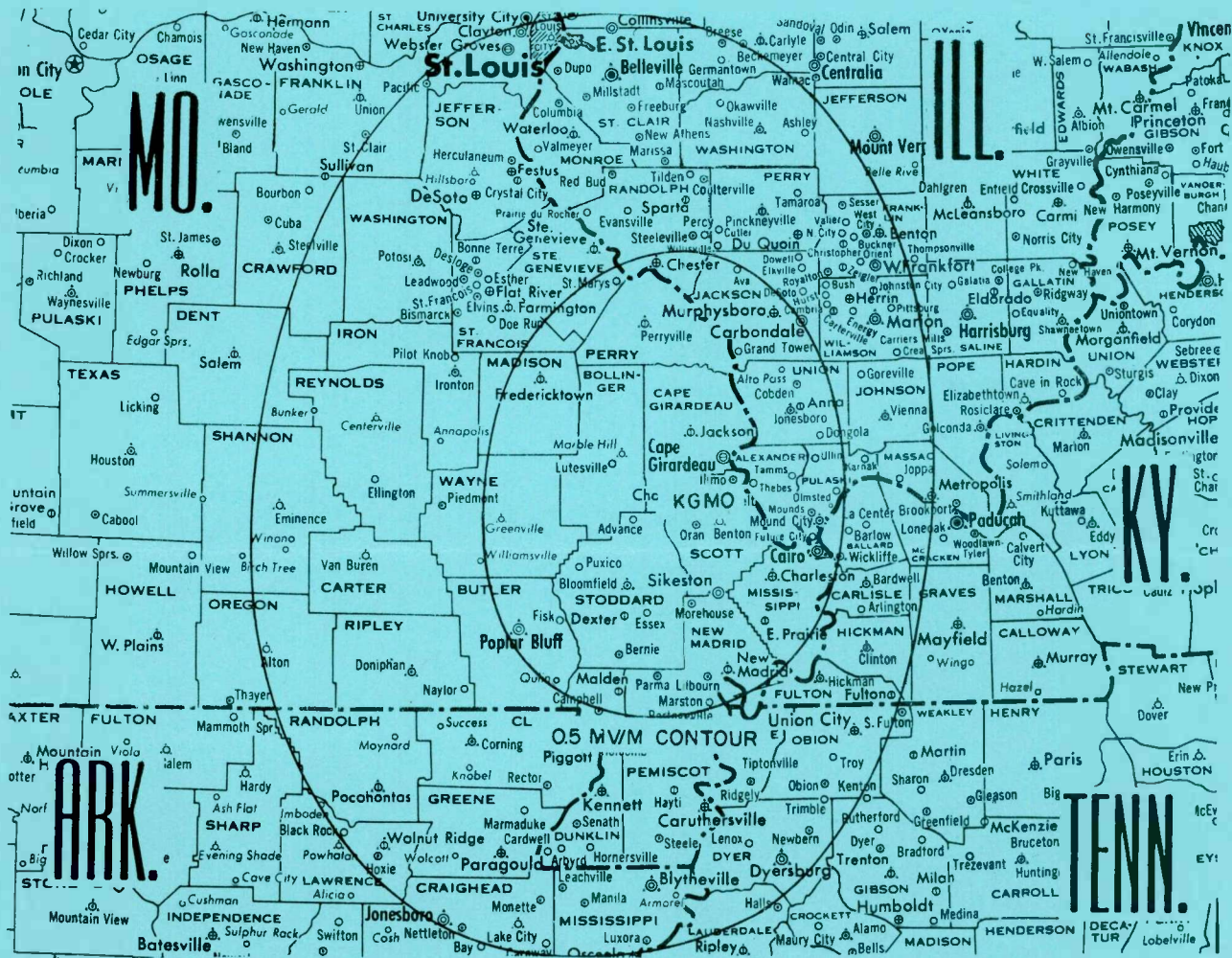
TELEPHONE (417) 926-4650

Route 4

Mountain Grove, Missouri

65711

# KGMO'S POWERFUL REGIONAL COVERAGE



Reaching into 5 States with 5  
thousand watts of Sales Power



# KIRX

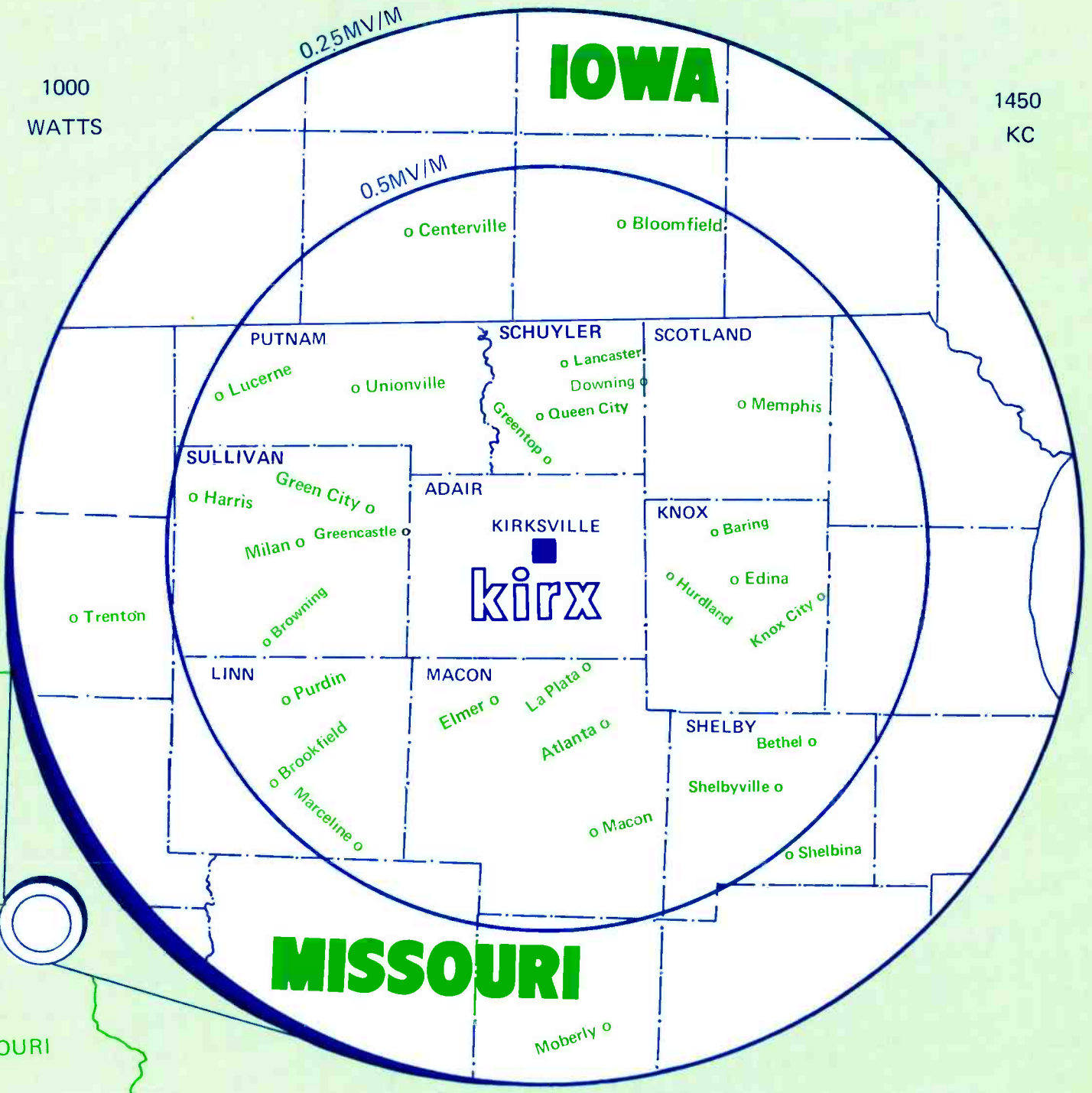
HUB OF NORTHEAST MISSOURI

KIRKSVILLE, MISSOURI



1000  
WATTS

1450  
KC



KIRX RADIO, Kirksville, Missouri

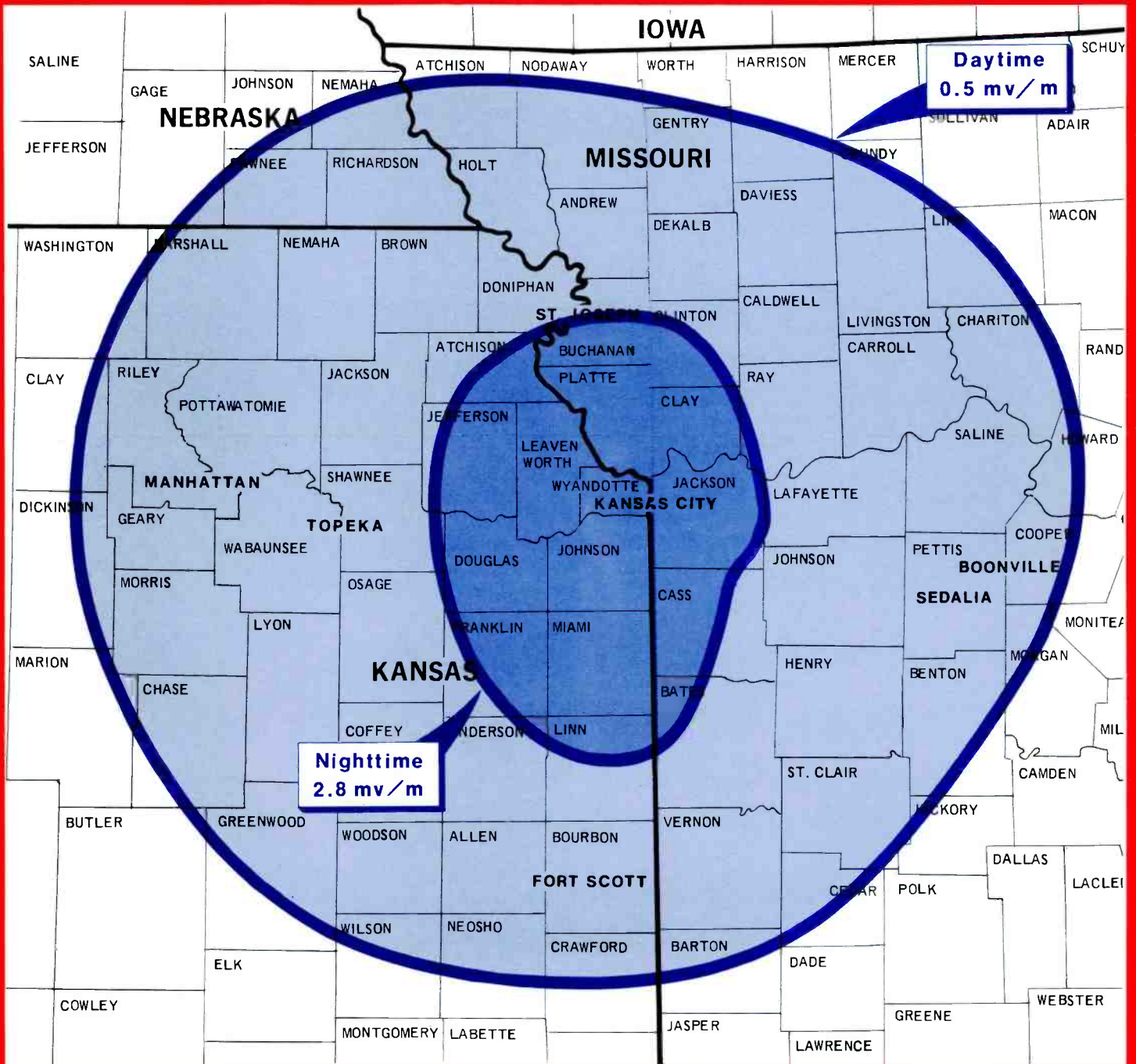
An Information, Entertainment and Advertising Service for Over 100,000 People in Northeastern Missouri and Southeastern Iowa.

MARKET FACTS

KIRX RADIO

	0.5MV/M	0.25MV/M
<b>TOTAL SALES</b>	\$215,490,000	\$503,037,000
Lumber Bldg. Matl. Hdwe	14,378,000	33,762,000
Gen. Merchandise	29,482,000	66,822,000
Food Stores	45,253,000	105,638,000
Automotive Dealers	38,628,000	90,173,000
Gas Service Stations	17,783,000	41,513,000
Apparel & Accessories	10,012,000	23,373,000
Furniture & Home Furnishings	5,151,000	12,025,000
Electrical Appls.	3,849,000	8,896,000
Eating and Drinking	14,836,000	34,634,000
Drug & Prop'y	8,313,000	19,405,000
Other Retail Stores	20,313,000	47,141,000
Non-store Retailers	7,524,000	17,564,000
Population	117,969	275,357
Households	35,748	83,442

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Feller & Associates, Box 141, Ambler, Pa. 19002 (215) 643-0637 10 / 15 / 70



**Daytime**  
0.5 mv/m

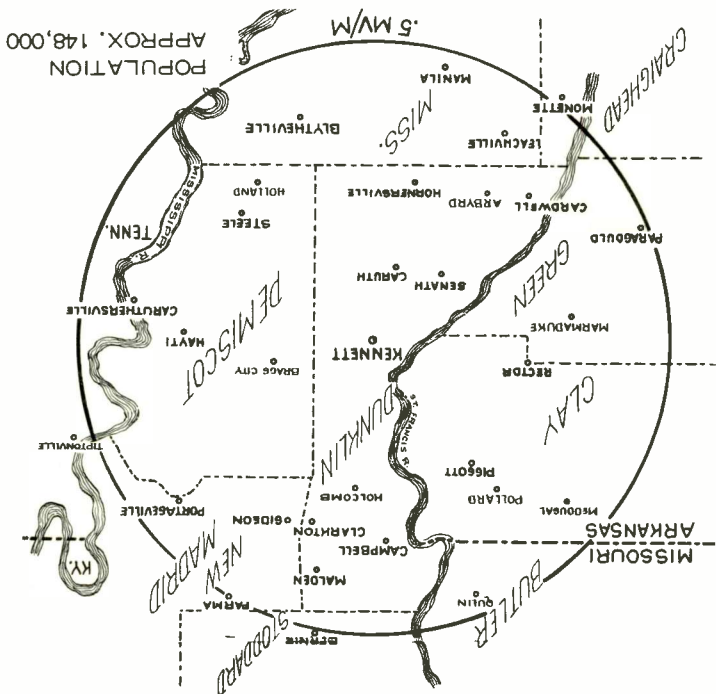
**Nighttime**  
2.8 mv/m

**kmbz**  
**radio**

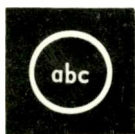
**DAYTIME 0.5 MV/M CONTOUR  
AND NIGHTTIME INTERFERENCE-FREE CONTOUR  
KMBZ 5 KW U-DA-N 980 KC  
KANSAS CITY, MISSOURI**

Prepared by  
Lohnes and Culver Washington, D. C.  
April, 1967





**K B X M**



**1540**

**KENNETT, MISSOURI**

# KBXM 1540

1000 watts (500 ch)

KENNETT, MISSOURI 63857

Box 569 Phone 888-5333

LARRY ROBINSON  
General Mgr.

RUDY PYLANT  
Commercial Mgr.

---

● Effective Oct. 15th, 1972 ●

TIMES	1 MIN.	30 SEC.
1	\$4.00	\$3.00
50	3.50	2.50
100	3.25	2.25
500	3.00	2.00
1000	2.00	1.50

R.O.S. RATES ● OTHER RATES FOR SPECIAL PROGRAMS

---

5 MIN.	15 MIN.	30 MIN.	1 HOUR
\$5.00	\$15.00	\$30.00	\$60.00

10 SEC. ANNOUNCEMENTS: \$1 ANY AMOUNT

---

## Paul Harvey News

5 MIN. \$5.50      15 MIN. \$16

---

## Howard Cosell Sports

5 MIN. \$5

---

## Remote Broadcasts

8 A.M. TO 5 P.M. ● \$165.00

(INCLUDES LINE CHARGES)

---

RATES NET TO STATION



**PACKAGE RATES (60 SECONDS)  
ON RUN OF SCHEDULE**

100 Spots (30 Days)	184.50
75 Spots (30 Days)	142.50
50 Spots (30 Days)	97.50
25 Spots (1 Week)	50.00
20 Spots (1 Week)	42.50
15 Spots (1-2-3 Days)	31.50
10 Spots (1-2 Days)	21.50

**MUSIC** **KBTN**  
**NEWS**  
**1420 RADIO** **SPORTS**

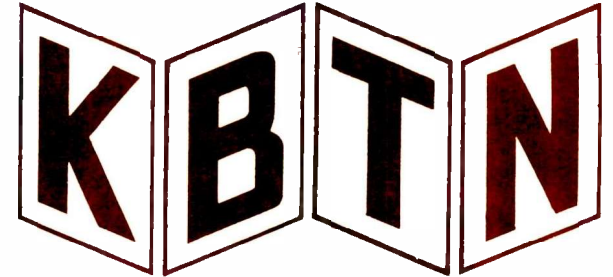
**PACKAGE RATES (30 SECONDS)  
ON RUN OF SCHEDULE**

100 Spots (30 Days)	142.50
75 Spots (30 Days)	108.50
50 Spots (30 Days)	75.00
30 Spots (1 Week)	49.00
20 Spots (1-2-3 Days)	33.95
20 (10 Word) (1-2 Days)	23.00
10 (10 Word) (1 Day)	15.00

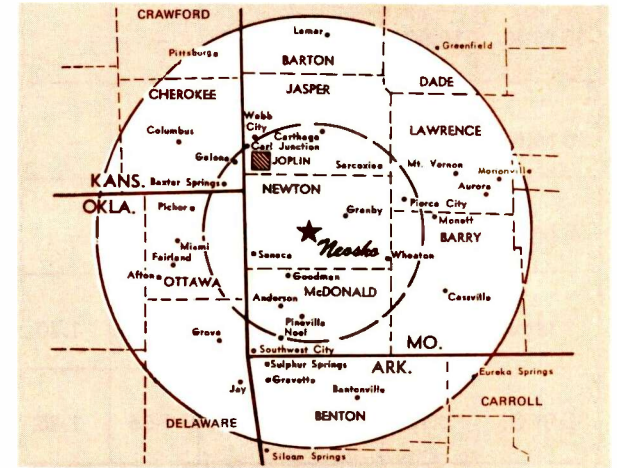
**LET US SELL FOR YOU  
AND YOUR BUSINESS**

1420 RADIO

NEOSHO, MO.



P. O. BOX 512 -- 64850 -- (417) 451-1420



COMMUNITY SERVICE RADIO  
MUSIC \* NEWS \* SPORTS  
RATE CARD NO. 5 - JANUARY 1972

## TIMES PER MONTH

CLASS "C" TIME					
10:00-11:30 a.m. 1:00-3:30 p.m.					
LENGTH	1	13	26	50	100
30 MIN.	17.50	15.75	12.95	—	—
15 MIN.	10.00	8.00	6.00	—	—
10 MIN.	8.75	6.75	5.75	4.75	—
5 MIN.	7.00	5.50	4.50	3.50	—
1 MIN.	3.75	2.65	2.20	1.90	1.70
30 SEC.	3.15	2.15	1.75	1.55	1.40

10% DISCOUNT ON FIRM 12-MONTH SIGNED CONTRACT

## TIMES PER MONTH

CLASS "B" TIME					
6:00-6:30 a.m. 8:30-10:00 a.m. 3:30-4:00 p.m. 4:50-Sign Off					
LENGTH	1	13	26	50	100
30 MIN.	19.95	18.75	14.95	—	—
15 MIN.	13.25	10.50	8.50	—	—
10 MIN.	9.75	7.75	6.75	5.75	—
5 MIN.	7.50	6.00	5.00	4.00	—
1 MIN.	4.15	2.95	2.40	2.10	1.95
30 SEC.	3.45	2.35	1.95	1.85	1.60

BILLS RENDERED AND PAYABLE AT END OF EACH MONTH.

## TIMES PER MONTH

CLASS "A" TIME					
6:30-8:30 a.m. 11:30 a.m.-1:00 p.m. 4:00 - 4:50 p.m.					
LENGTH	1	13	26	50	100
30 MIN.	24.00	22.75	18.95	—	—
15 MIN.	16.00	12.00	10.00	—	—
10 MIN.	10.75	8.75	7.75	6.75	—
5 MIN.	8.00	6.50	5.50	4.50	—
1 MIN.	4.50	3.30	2.80	2.40	2.15
30 SEC.	3.90	2.65	2.15	2.05	1.80

RATES ON NEWS AND SPECIAL PROGRAMS FURNISHED UPON REQUEST.



**PACKAGE RATE (60 Seconds)  
On Run Of Schedule**

100 Spots (30 Day)	\$185.00
75 Spots (30 Day)	142.50
50 Spots (30 Day)	102.50
25 Spots (1 Week)	55.00
20 Spots (1 Week)	48.00
15 Spots (1-2-3 Days)	36.50
10 Spots (1-2 Days)	24.95

**PACKAGE RATE (30 Seconds or Less)  
On Run Of Schedule**

100 Spots (30 Day)	\$150.00
75 Spots (30 Day)	119.50
50 Spots (30 Day)	85.00
30 Spots (1 Week)	53.95
20 Spots (1-2-3 Days)	40.50
20 (10 Word) (1-2 Days)	30.00
10 (10 Word) (1 Day)	17.95

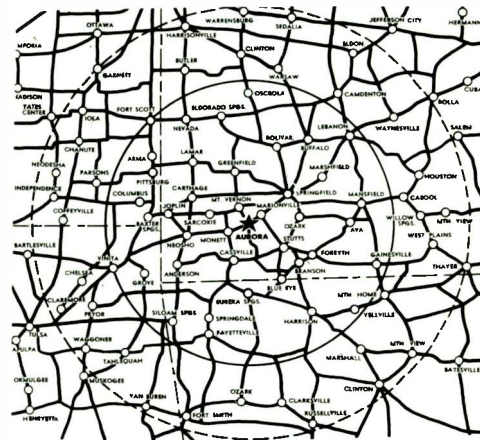
**KSWM** Features the Most Modern Up-To-Date  
Equipment With a Service for All Listeners.

**KSWM IS** Community Service Radio For All  
Southwest Missouri with **Music - News - Sports**



940 Kilocycles  
P. O. Box 410  
Aurora, Missouri  
65605

(AC 417) 678-4131



**COMMUNITY SERVICE RADIO**  
**NEWS - SPORTS**  
**WEATHER - NEWS**

Rate Card No. 5 - January 1970

**TIMES PER MONTH**

**CLASS "C" TIME:**  
10-11 a.m. - 2-4 p.m.

Length	1	13	26	50	100
30 Min.	28.00	19.95	15.95	-	-
15 Min.	15.95	10.00	8.50	-	-
10 Min.	12.95	8.00	6.50	5.50	-
5 Min.	8.00	5.50	4.50	3.50	-
1 Min.	3.75	2.65	2.25	1.95	1.75
30 Sec.	3.15	2.15	1.90	1.65	1.45

10% Discount on firm 12-month signed contract.

**TIMES PER MONTH**

**CLASS "B" TIME: 6-6:45 a.m. - 8:30-10 a.m.**  
11-12 Noon - 1-2 p.m. - 4:35-8:30 p.m.

Length	1	13	26	50	100
30 Min.	29.00	20.95	16.95	-	-
15 Min.	16.95	11.00	9.50	-	-
10 Min.	13.95	9.00	7.50	6.50	-
5 Min.	8.50	6.00	5.00	4.00	-
1 Min.	4.15	2.95	2.50	2.15	1.95
30 Sec.	3.45	2.35	2.10	1.80	1.60

Bills Rendered and Payable at end of each month.

**TIMES PER MONTH**

**CLASS "A" TIME: 6:45-8:30 a.m.**  
12-1 p.m. - 4-4:35 p.m.

Length	1	13	26	50	100
30 Min.	30.00	21.95	17.95	-	-
15 Min.	17.95	12.00	10.50	-	-
10 Min.	14.95	10.00	8.50	7.50	-
5 Min.	9.00	6.50	5.50	4.50	-
1 Min.	4.70	3.30	2.80	2.40	2.15
30 Sec.	3.90	2.65	2.15	2.05	1.80

Rates on News and Special Programs furnished upon request.





# TIME CLASSIFICATIONS ANNOUNCEMENTS

## WEEKLY FREQUENCY

**Class AAA**  
 6:00-10:00 AM, Mon.-Sat.  
 3:00-7:00 PM, Mon.-Sat.

**Class AA**  
 10:00 AM-3:00 PM, Mon.-Sat.  
 12:00 Noon-7:00 PM, Sun.

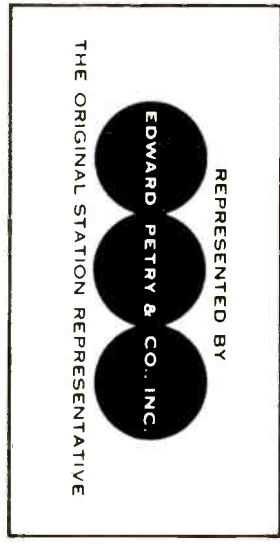
**Class A**  
 7:00 PM-Midnite, Mon., Sun.;  
 6:00 AM-Noon Sun.  
**Overnite**  
 Midnite: 6:00 AM, Mon.-Sun.

60-Seconds Specified Position/1x	AAA	AA	A	Overnite
2-5x	70.00	56.00	35.00	10.00
6x	60.00	48.00	30.00	FLAT
12x	55.00	44.00	28.00	
18x	50.00	40.00	25.00	
24x	45.00	36.00	23.00	
30x	40.00	32.00	20.00	
	35.00	28.00	18.00	

20/30-Seconds Specified Position/1x	AAA	AA	A	Overnite
2-5x	56.00	44.80	28.00	8.00
6x	48.00	38.40	24.00	FLAT
12x	44.00	35.20	22.40	
18x	40.00	32.00	20.00	
24x	36.00	28.80	18.40	
30x	32.00	25.60	16.00	
	28.00	22.40	14.40	

ID	Specified Position/1x	AAA	AA	A	T. C. P. Cost	(ID)
	2-5x	42.00	33.60	21.00	6.00	FLAT
	6x	36.00	28.80	18.00		
	12x	33.00	26.40	16.80		
	18x	30.00	24.00	15.00		
	24x	27.00	21.60	13.80		
	30x	24.00	19.20	12.00		
		21.00	16.80	10.80		

*All Announcements on above rates may be combined for maximum frequency discount.*



### SEGMENT SPONSORSHIP

*Sponsor—Open (10-Seconds)*  
*Sponsor—Close (10-Seconds)*

*One 60-Second Commercial per 5-minute Segment*  
*Applicable 60-Second Rate, plus 15%*

### TOTAL CUME PLANS / PER WEEK

	AAA	AA	A	(60-Seconds)	(20-30-Seconds)	(ID)
6-Plan	3	2	1	222.00	177.60	133.20
12-Plan	6	4	2	396.00	316.00	237.60
18-Plan	8	6	4	540.00	432.00	324.00
24-Plan	12	8	4	648.00	518.00	388.00
30-Plan	15	9	6	690.00	552.00	414.00

Rules for Converting UP/DOWN

UP . . . . . 3 Lower = 2 Higher. ie 3AA = 2AAA  
 DOWN . . . . . 2 Higher = 3 Lower. ie 2AAA = 3AA

Combinability: Weekly Frequency Announcements in designated classifications may be added to TOTAL CUME PLANS at applicable frequency rates and are fully convertible.

TOTAL CUME PLANS are preemptible on 24-hours notice. Makegoods given within comparable time periods, within 48 hours, when possible.

DISCOUNTS—26 CWD—4%  
 52 CWD—8%

TOTAL CUME PLANS—Not eligible for CWD

RATE HOLDERS—Minimum—6 per week