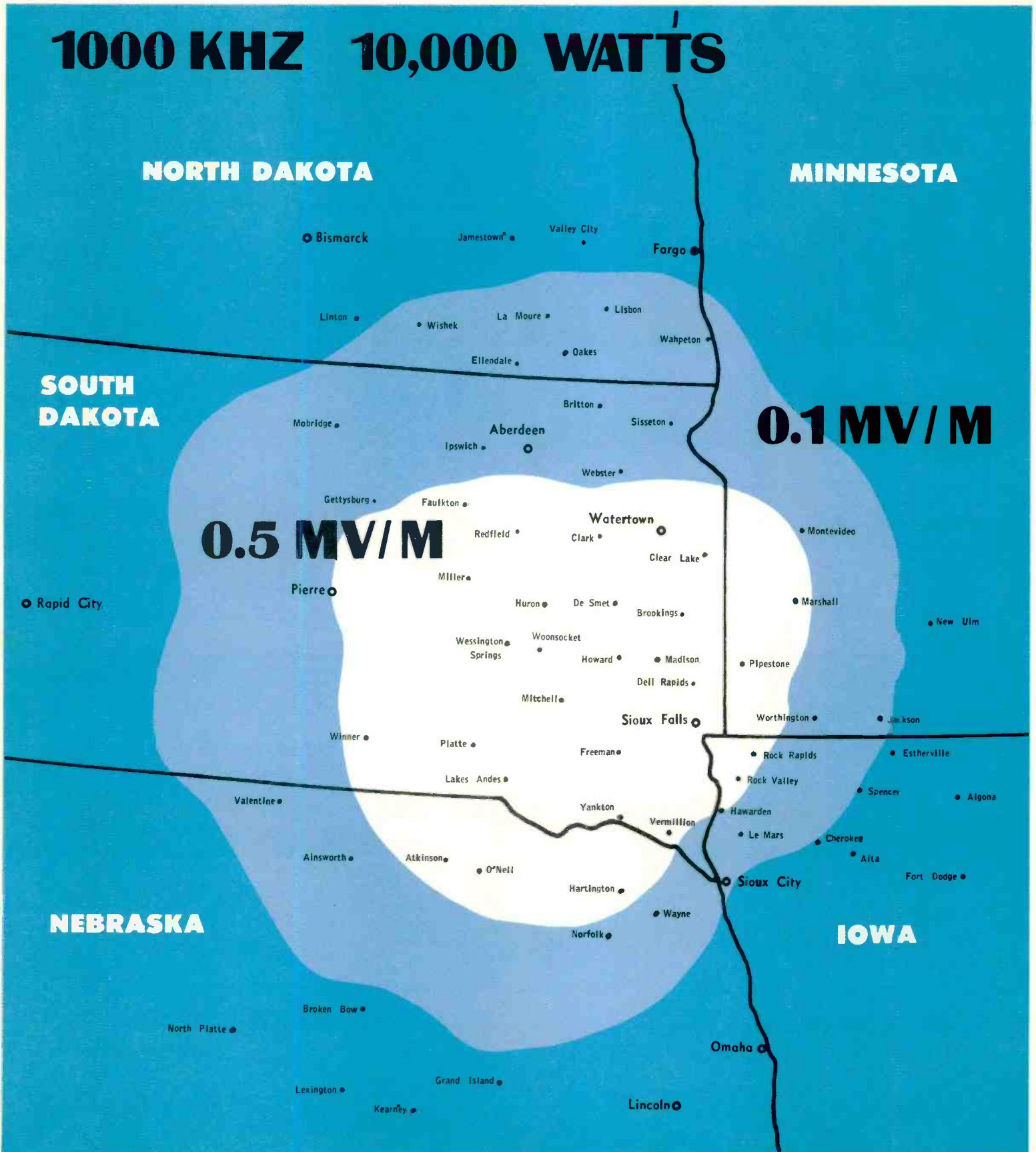


# KXRB-Sioux Falls

1000 KHZ 10,000 WATTS



## Coverage Contours

# KXRB - Rate Card 1

## WEEKLY PACKAGE PLAN - SPECIFIED TIMES

	QUAN.	EACH	WEEKLY
60 SEC	6	\$5.00	\$ 30.00
	12	4.75	57.00
	18	4.50	81.00
	24	4.25	102.00
	30	4.00	120.00
	36	3.75	135.00
30 SEC	48	3.50	168.00
	6	\$4.75	\$ 28.50
	12	4.50	54.00
	18	4.25	76.50
	24	4.00	96.00
	30	3.75	112.50
30 SEC	36	3.50	126.00
	48	3.25	156.00

## WEEKLY SPECIAL SATURATION PLAN - R.O.S.

60 SEC	12	\$4.00	\$ 48.00
	18	3.75	67.50
	24	3.50	84.00
	36	3.25	117.00
	48	3.00	144.00
	60	2.75	165.00
30 SEC	12	\$3.75	\$ 45.00
	18	3.50	63.00
	24	3.25	78.00
	36	3.00	108.00
	48	2.75	132.00
	60	2.50	150.00

10 SEC ID'S. . . . \$2.00

## NEWS PARTICIPATION NUMBER OF BROADCASTS PER WEEK

60 SEC ONLY	3	\$7.25	\$ 21.75
	6	7.00	42.00
	12	6.75	81.00
	18	6.50	117.00
	24	6.25	150.00
	36	6.00	216.00
	48	5.75	276.00

## WEATHER CASTS

60 SEC ONLY	1 or more	\$5.00@
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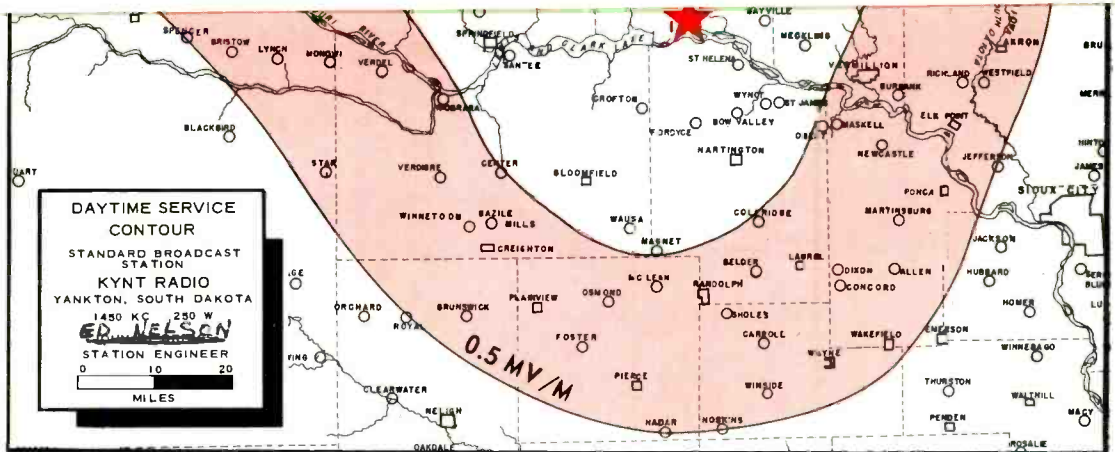
## PACKAGE PLANS

30 SEC ONLY	1000	to be used in 1 year	\$2.25	R.O.S.	\$2,250.00
	2000	to be used in 1 year	2.05	R.O.S.	4,100.00

# BIG

# FARM MARKET

# BONUS AUDIENCE\*



# \*BONUS AUDIENCE

### MARKET DATA

	0.5 MV/M COVERAGE	2.0 MV/M COVERAGE
Population	189,200	50,200
Households	54,170	13,800
Automobiles	73,500	18,400
<b>Spendable Income (CSI)</b>	<b>319,610,000</b>	<b>75,423,000</b>

### RETAIL SALES:

Food Stores	44,678,000	12,043,000
Drug Stores	7,761,000	1,688,000
General Merchandise	16,540,000	4,151,000
Apparel Stores	8,917,000	2,867,000
Home Furnishings	6,250,000	1,272,000
Automobiles	38,112,000	8,671,000
Service Stations	23,671,000	5,813,000
<b>*Total Retail Sales</b>	<b>204,667,000</b>	<b>69,586,780</b>

### FARM DATA

Farm Population	81,400	21,000
<b>Gross Income</b>	<b>263,738,000</b>	<b>68,444,700</b>

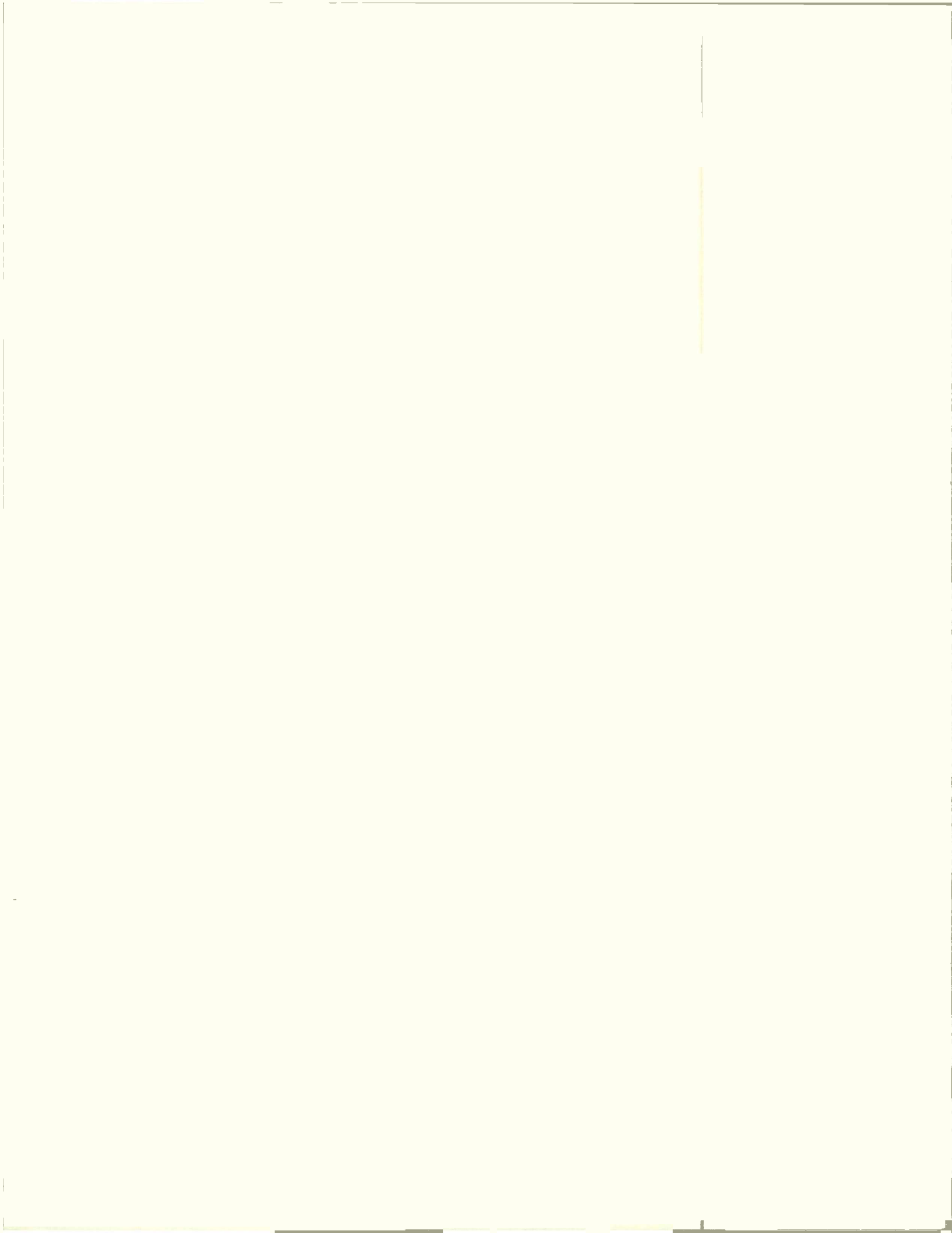
\*SOURCE: SRDS CONSUMER DATA

- SERVING OVER TWO MILLION VISITORS EACH YEAR IN THE LEWIS AND CLARK LAKE RECREATION AREA. (2,224,348 VISITORS ACCORDING TO OFFICIAL 1962 U.S. CORPS OF ENGINEERS FIGURES).

- HOME OF GAVINS POINT DAM, FIRST OF THE BIG MISSOURI RIVER DAMS AT THE HEAD OF THE GREAT LAKES OF SOUTH DAKOTA.

LLOYD G. REEDSTROM, Manager  
 DAROLD LOECKER, Sales Manager  
 Business offices in ~~Consolidated Lease Building~~  
~~1140 North Highway 301~~, Yankton, South Dakota.  
 Phone 605-665-7892.

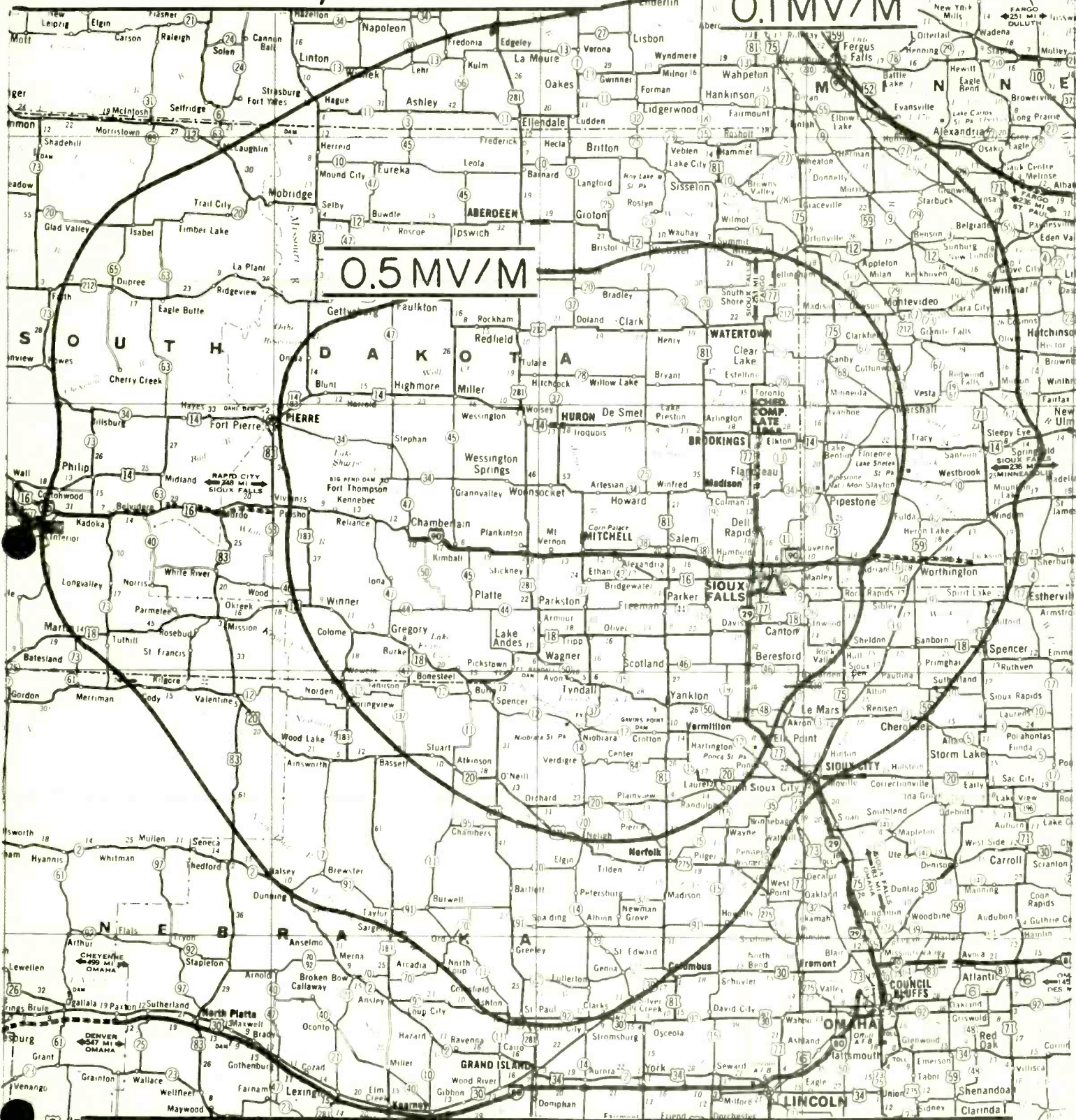
## To Sell 'em, Tell 'em over RADIO KYNT





# KXRB-Sioux Falls

1000 KHZ 10,000 WATTS



## Coverage Contours

SAMUEL FIELDS - CONSULTING RADIO ENGINEER

# KXRB - Rate Card 1

## WEEKLY PACKAGE PLAN - SPECIFIED TIMES

	QUAN.	EACH	WEEKLY
60 SEC	6	\$5.00	\$ 30.00
	12	4.75	57.00
	18	4.50	75.50
	24	4.25	102.00
	30	4.00	120.00
	36	3.75	135.00
	48	3.50	168.00
30 SEC	6	\$4.75	\$ 28.50
	12	4.50	54.00
	18	4.25	76.50
	24	4.00	96.00
	30	3.75	112.50
	36	3.50	126.00
	48	3.25	156.00

## SPECIAL SATURATION PLAN - R.O.S.

60 SEC	12	\$4.00	\$ 48.00
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30 SEC	12	\$3.75	\$ 45.00
	18	3.50	63.00
	24	3.25	78.00
	36	3.00	108.00
	48	2.75	132.00
	60	2.50	150.00

10 SEC ID'S . . . . . \$2.00

## NEWS PARTICIPATION

NUMBER OF BROADCASTS PER WEEK

60 SEC ONLY	3	\$7.25	\$ 21.75
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	18	6.50	117.00
	24	6.25	150.00
	36	6.00	216.00
	48	5.75	270.25

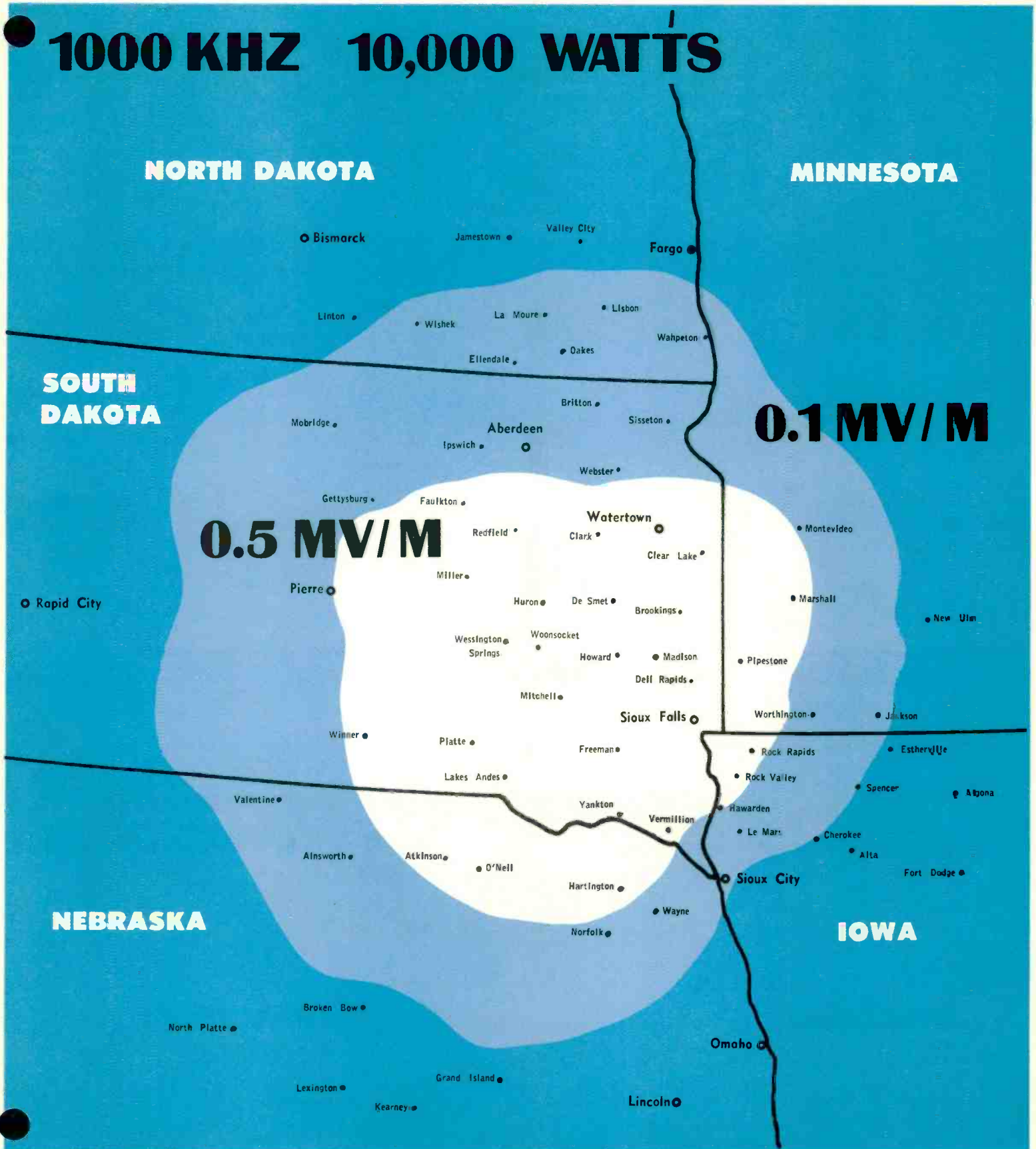
## PACKAGE PLANS

30 SEC ONLY	1000	to be used in 1 year	\$2.25	R.O.S.	\$2,250.00
	50	spots, Sun., Mon., Tues. only.			100.00
	100	spots, reserved for new businesses, grand openings, introduction of new products only			210.00



# KXRB-Sioux Falls

1000 KHZ 10,000 WATTS



## Coverage Contours

# KXRB - Rate Card 1

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	24	6.25	150.00
	36	6.00	216.00
	48	5.75	276.00

## WEATHER CASTS

60 SEC ONLY	1 or more	\$5.00 @
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## PACKAGE PLANS

30 SEC ONLY	1000 to be used in 1 year	\$2.25	R.O.S.	\$2,250.00
	2000 to be used in 1 year	2.05	R.O.S.	4,100.00

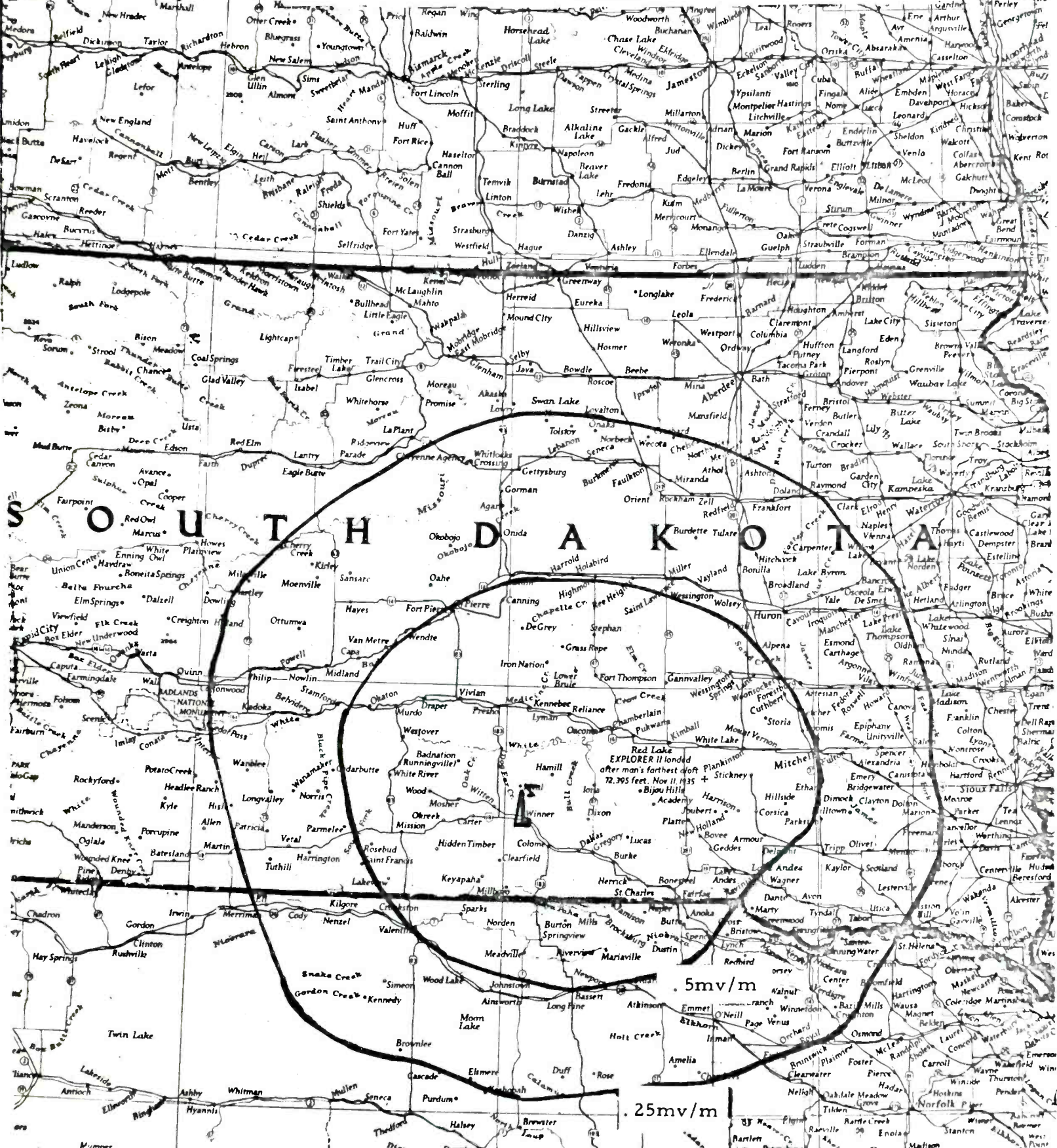


KWYR-1260

# NORTH DAKOTA

SCALE 1" = 2,500,000 OR 39.46 MILES TO THE INCH

STATUTE MILES



# SOUTH DAKOTA

# NEBRASKA

5mv/m

25mv/m





# KWAT

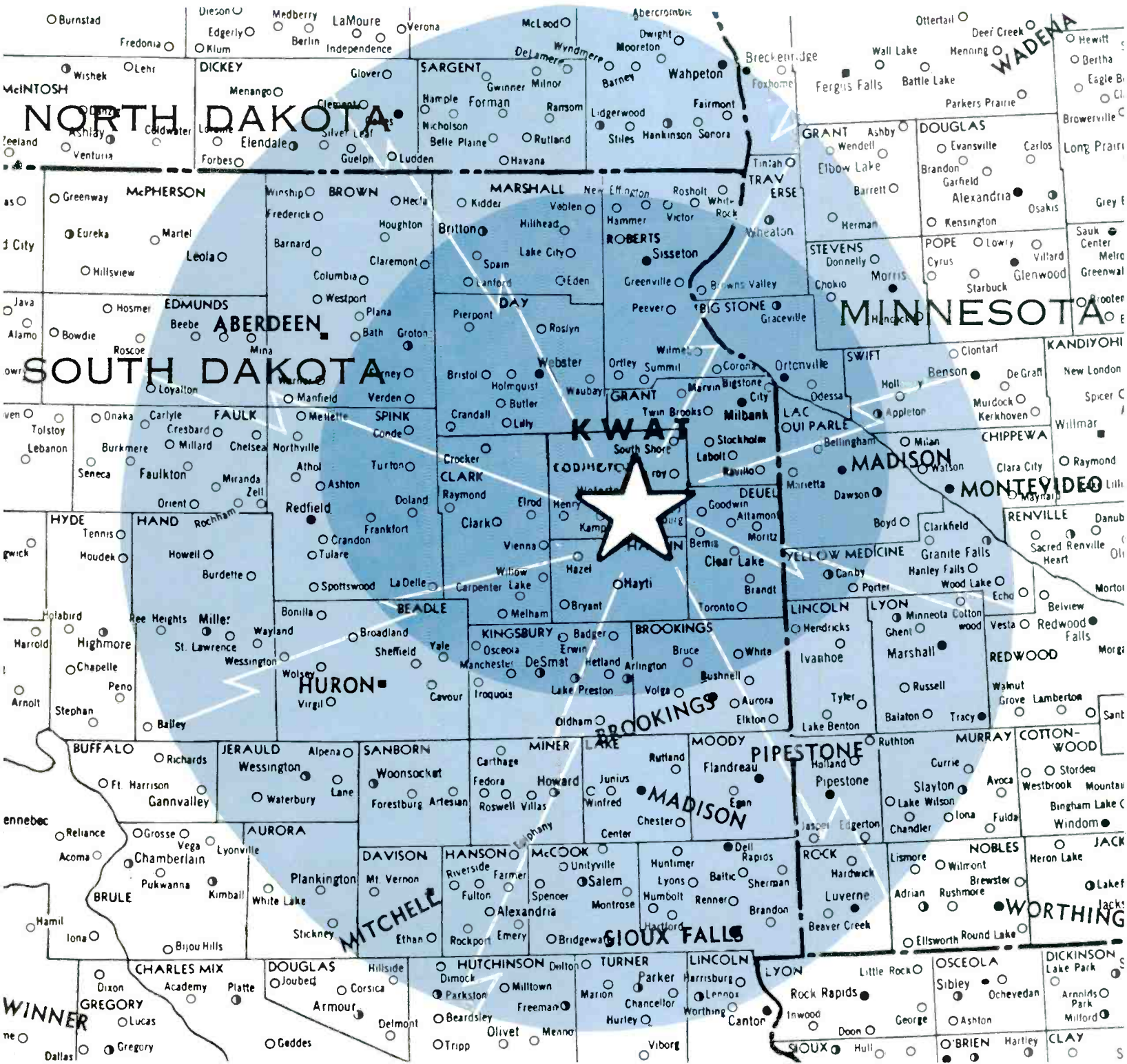
ESTABLISHED 1940

450 KG 1000 WATTS  
FULL TIME

YOUR VOICE OF VARIETY

THE MIDLAND NATIONAL LIFE STATION

WATERTOWN, SOUTH DAKOTA



Outer Circle Is Primary Coverage  
Measured 0.5 MV Contour

*"Your Voice of Variety"*

Inner Circle Is  
KWAT Retail Trade Area



# WHY **KWAT** Watertown, South Dakota?

*Affiliated with the Mutual Broadcasting System*

**KWAT** was established in 1940. It has a versatile programming concept and successful advertising acumen based on experience.

**KWAT** staff of sixteen professionally skilled broadcasters is community-oriented to provide the ultimate in qualified radio service.

**KWAT** trade area listening audience is one-hundred thousand people . . . . The population of the twelve counties served by Watertown as an all-purpose community center.

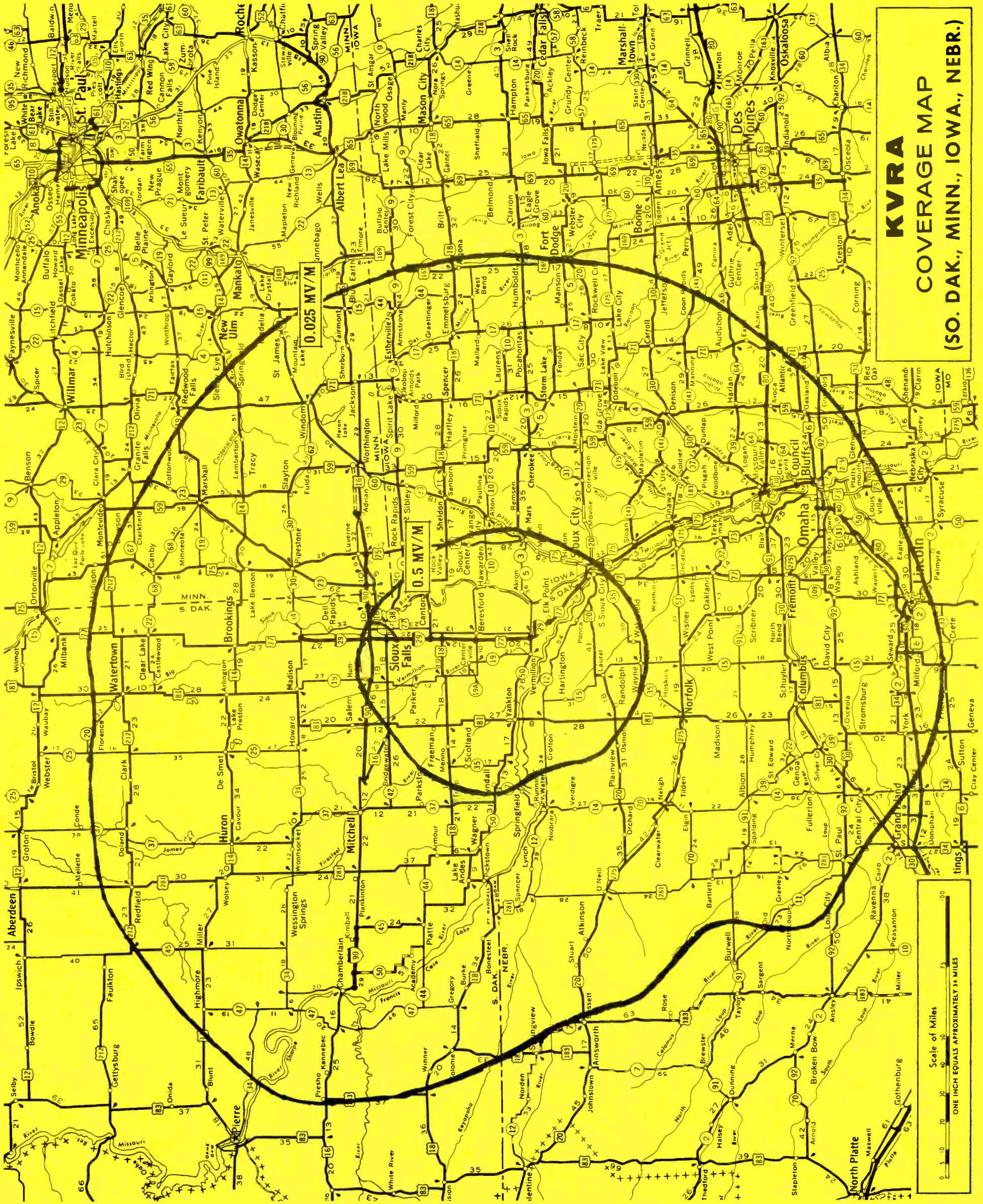
**KWAT** is one of the most powerful one-thousand watt radio stations in the U. S. because the major area covered by KWAT has the highest government rating for soil conductivity in the U. S. This means bonus coverage.

**KWAT** Sales Consultants have the background and understanding for properly coordinating advertising campaigns with merchandising . . . thus producing more profit dollars for sponsors.

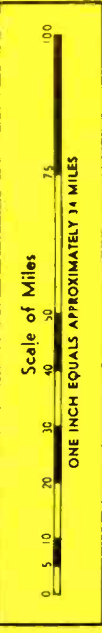
**KWAT** as a 'Radio-Only' operation has one of the most modern and complete physical broadcast facilities in the Upper Midwest. A combination studio-transmitter building designed specifically for radio and operated with the finest radio broadcasting equipment available.

**KWAT** has developed an extensive, loyal audience that is motivated to buy through belief in the integrity of the commercial messages heard on the station.





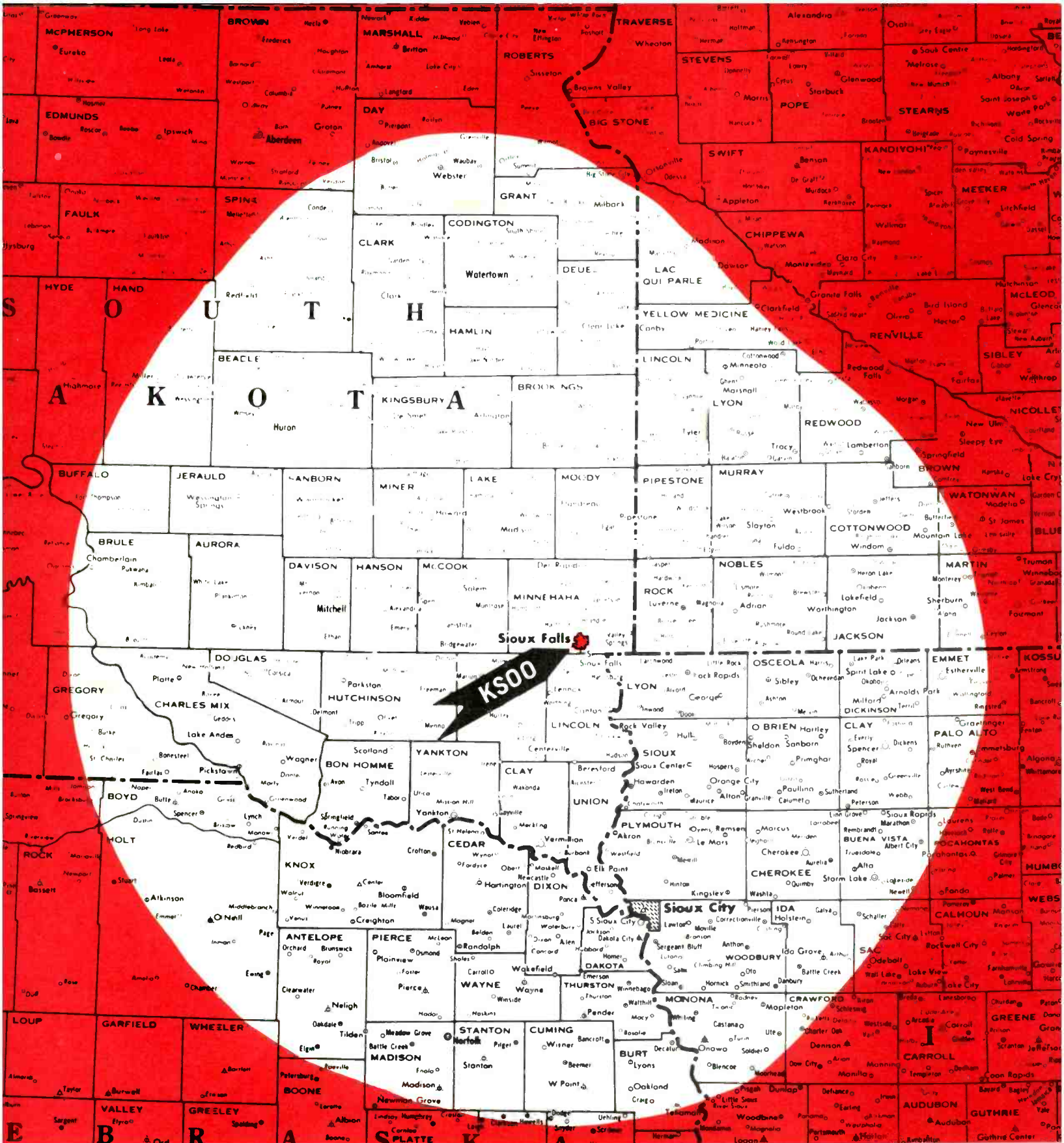
# KVRA COVERAGE MAP (SO. DAK., MINN., IOWA., NEBR.)











**KSOO**

• 5 MV/M DAYTIME COVERAGE

American Map Co. Copyright Release No. 14553

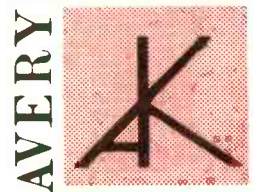
The Star of the Great Plains

**KSOO** 1140 KC. a sound radio buy

COVERAGE • AUDIENCE • EFFICIENCY

sold nationally by

**KNODEL**



# KSOO

Established 1927

## GENERAL RATE CARD NO. 11

EFFECTIVE JANUARY 15, 1970

### CLASS A — 6:00 A.M. to 9:00 A.M. — 11:45 A.M. to 1:00 P.M. and 4:00 P.M. to 6:00 P.M.

	1 hr.	½ hr.	¼ hr.	10 min.	5 min.	1 min.
1 x	100.00	65.00	45.00	37.00	30.00	24.00
26 x	95.00	64.00	44.00	36.00	29.00	23.00
52 x	90.00	63.00	43.00	35.00	28.00	22.00
156 x	85.00	62.00	42.00	34.00	27.00	21.00
260 x	80.00	61.00	41.00	33.00	26.00	20.00
312 x	75.00	60.00	40.00	32.00	25.00	19.00

### CLASS B — All Other Times

	1 hr.	½ hr.	¼ hr.	10 min.	5 min.	1 min.
1 x	80.00	50.00	30.00	27.00	22.00	19.00
26 x	77.00	47.00	29.00	26.00	21.00	18.00
52 x	73.00	44.00	28.00	25.00	20.00	17.00
156 x	70.00	42.00	27.00	23.00	19.00	16.00
260 x	65.00	40.00	25.00	21.00	18.00	15.00
312 x	60.00	38.00	23.00	20.00	17.00	14.00

### KSOO Saturation Package Rates

#### CLASS A — 6:00 A.M. to 9:00 A.M. — 11:45 A.M. to 1:00 P.M. and 4:00 P.M. to 6:00 P.M.

PER WEEK	1-Min.	20/30 seconds
6 times	\$20.00 ea — \$120.00 wk	\$17.00 ea — \$102.00 wk
12 times	19.00 ea — 228.00 wk	16.00 ea — 192.00 wk
18 times	18.00 ea — 324.00 wk	15.00 ea — 270.00 wk
24 times	17.00 ea — 408.00 wk	14.00 ea — 336.00 wk
30 times	16.00 ea — 480.00 wk	13.00 ea — 390.00 wk

#### CLASS B — All Other Times

PER WEEK	1-Min.	20/30 seconds
6 times	\$17.00 ea — \$102.00 wk	\$14.00 ea — \$ 84.00 wk
12 times	16.00 ea — 192.00 wk	13.00 ea — 156.00 wk
18 times	15.00 ea — 270.00 wk	12.00 ea — 216.00 wk
24 times	14.00 ea — 336.00 wk	11.00 ea — 264.00 wk
30 times	13.00 ea — 390.00 wk	10.00 ea — 300.00 wk

All above announcements may be combined for frequency discount.

(10-second announcements—\$10.00 per announcement. No frequency discount, not combinable, R.O.S.)

#### GENERAL INFORMATION

**Frequency**—1140 KC Nationally Cleared Channel

**Power**—10,000 Watts Day  
5,000 Watts Night (directional)  
Operates on Central Standard Time

#### Operating Schedule:

Weekdays: 5:00 A.M. to 1:00 A.M.  
Sundays: 6:00 A.M. to 1:00 A.M.

**News Service** — Associated Press and local and area coverage by KSOO News Room Staff.

**Contract Requirement** — Requirements of Standard Contract for Spot Broadcasting as recommended by NARTB

and approved by AAAA shall apply. Commission to recognized advertising agencies 15%. No cash discount. Bill due and payable 10th of following month.

**Political** — Regular rates apply. Copy must be submitted 24 hours in advance.

**SPECIAL FEATURES** — Orie Kerwood and Denny Oviatt — 5:00 to 7:00 A.M., Monday thru Saturday.  
Wayne Pritchard — 7:00 to 10:00 A.M., Monday thru Saturday.  
Martha Bohlsen Show — 10:05 to 10:20 A.M., Monday thru Friday.

Country Junction — 10:20 to 12 Noon, Monday thru Friday.

News, Weather, Farm Features — 12:00 to 1:00 P.M., Monday thru Saturday.

Paul Harvey News — 1:00 to 1:15 P.M., Monday thru Friday.

Listen to Lofty — 1:15 to 3:00 P. M., Monday thru Friday.

Flight 1140 — 3:00 to 5:00 P.M., Monday thru Friday . . . Including OPEN Line discussion, 3:35 to 4:00 P.M. Monday thru Friday

Sounds of Wonderful Music — 7:15 to 12:00 Midnight, Monday thru Friday.

Nite News Features — Nite Line, News, Weather and Sports, 10:00 to 10:30 P.M. Music For the Midnight Hour — 12:05 to 1:00 A.M.

News — ABC — on the half hour  
Local — on the hour.



ORRIN MELTON, Station Manager

Area Code 605

Phone 336-1300 Twx: 910 — 660-0569

205 North Phillips Ave., Sioux Falls, S. Dak.

Represented by

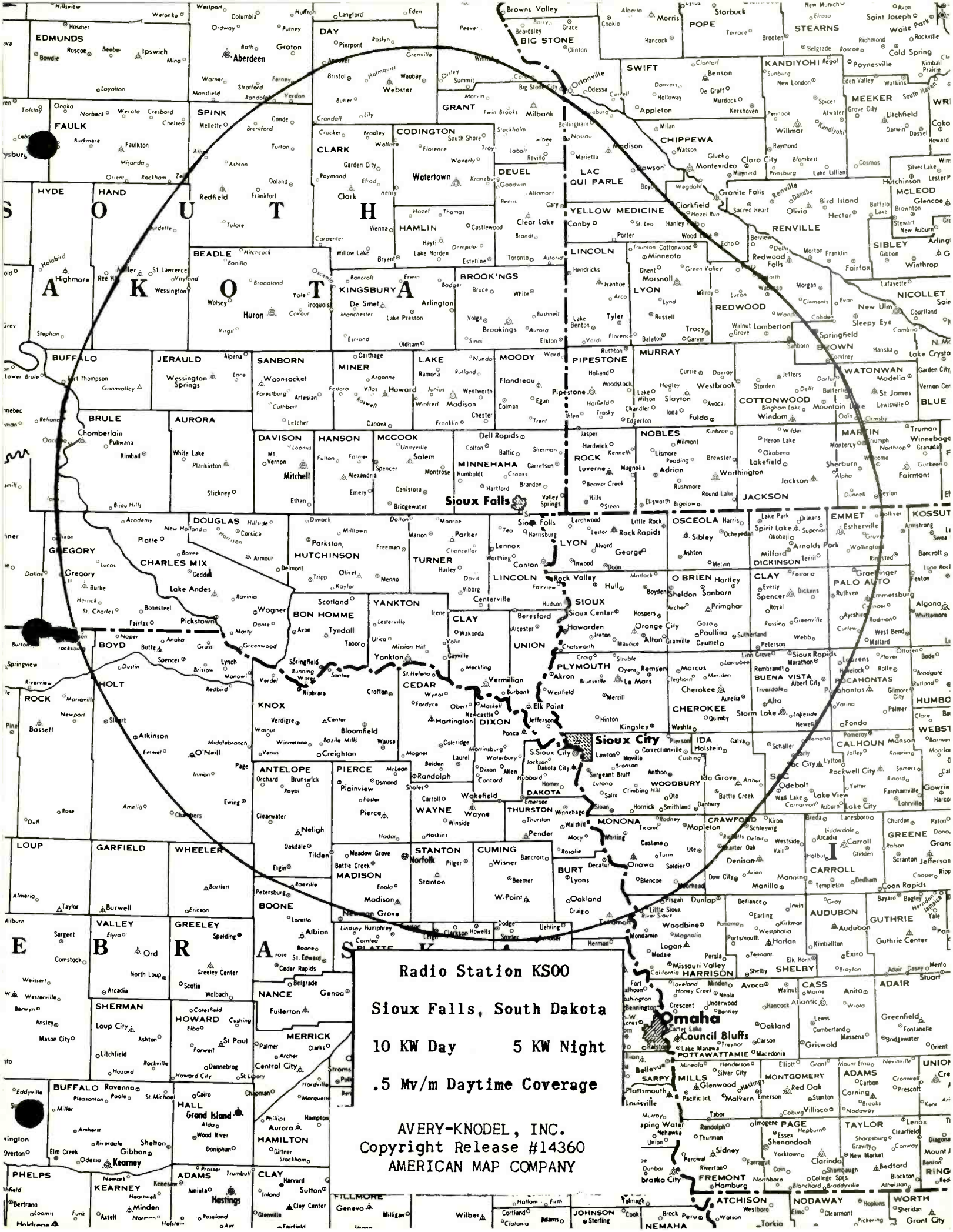
*Avery-Knodel, INC.*

Chicago New York Detroit St. Louis Atlanta Los Angeles San Francisco Dallas

HARRY S. HYETT CO.  
Minneapolis - St. Paul

HAROLD A. SODERLUND CO.  
Omaha - Lincoln





**Radio Station KS00**  
**Sioux Falls, South Dakota**  
**10 KW Day 5 KW Night**  
**.5 Mv/m Daytime Coverage**

**AVERY-KNODEL, INC.**  
 Copyright Release #14360  
**AMERICAN MAP COMPANY**

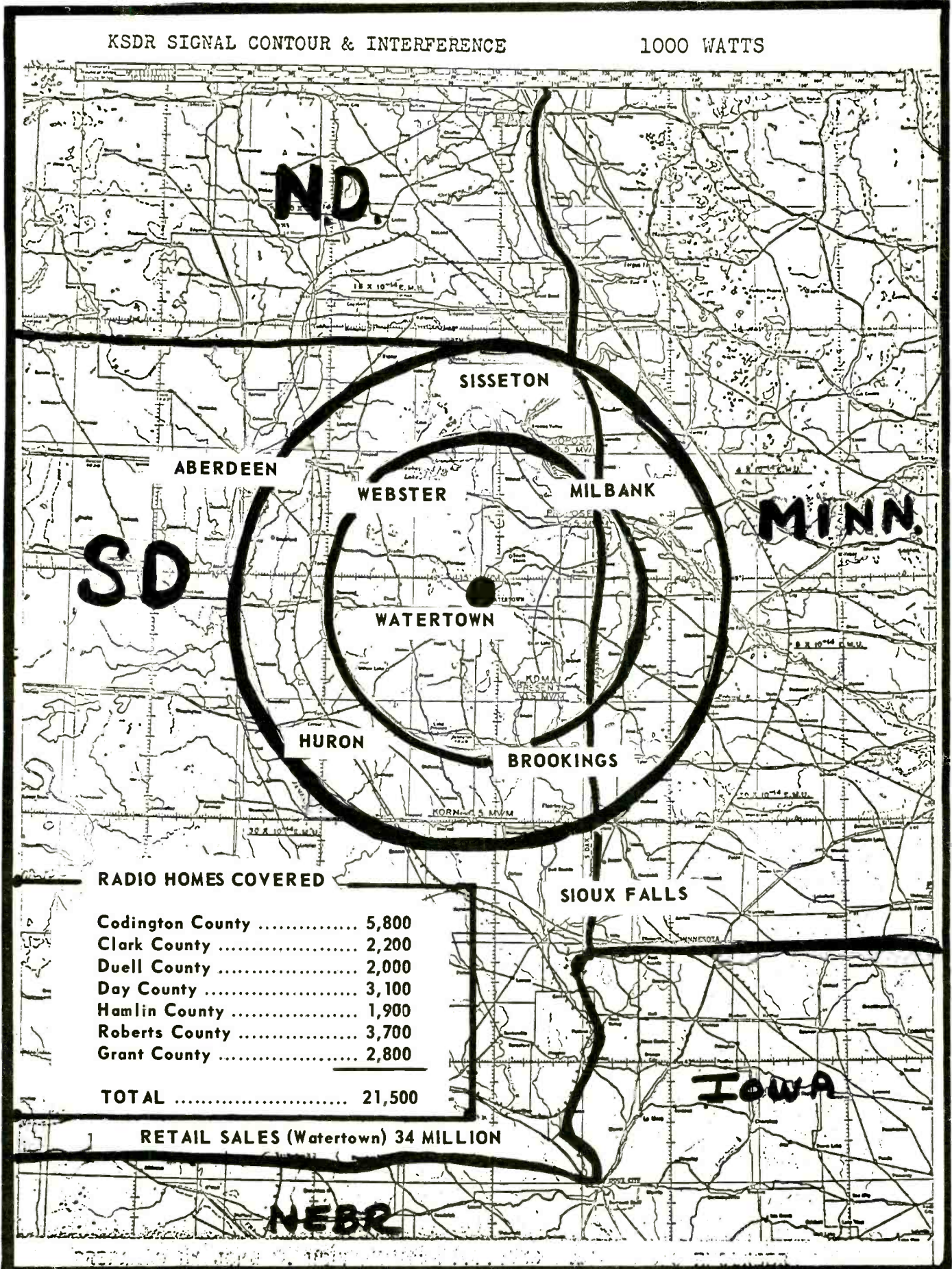
**Omaha**  
**Council Bluffs**  
**Missouri Valley**  
**HARRISON**  
**SHELBY**  
**CASS**  
**ADAIR**  
**ADAMS**  
**UNION**  
**TAYLOR**  
**FREMONT**  
**ATCHISON**  
**NODAWAY**  
**WORTH**





KSDR SIGNAL CONTOUR & INTERFERENCE

1000 WATTS





# K S D R

WATERTOWN, S. D. 57201



Box 293  
Phone (605) 886-5747

The Berry-Iverson Company

## NATIONAL TIME RATES

Class A--6:00 A.M.-2:00 P.M. Monday through Saturday  
Class B--All other times.

Class A			Class B		
	1 min	30 sec		1min	30 sec
1 time.....	6.00	4.75	1 time.....	5.00	3.75
13 times.....	5.75	4.50	13 times.....	4.75	3.50
26 times.....	5.50	4.25	26 times.....	4.50	3.25
52 times.....	5.25	4.00	52 times.....	4.25	3.00

## LOCAL TIME RATES AS OF JANUARY 26, 1970

CLASS "A" 6:00 A.M. to 2:00 P.M.

<u>Times</u>	<u>1/2 Min.</u>	<u>1 Min.</u>	<u>5 Min.</u>	<u>10 Min.</u>	<u>1/4 Hour</u>
1	2.80	3.50	7.80	11.35	15.30
13	2.70	3.25	7.40	10.75	15.10
26	2.60	3.10	6.90	10.20	13.80
52	2.50	2.95	6.40	9.80	12.30
104	2.40	2.80	5.90	9.30	11.30
156	2.30	2.65	5.50	8.80	10.40
312	2.20	2.50	5.30	8.30	9.50

\*\*\*\*\*

CLASS "B" 2:00 P.M. to Sign Off

<u>Times</u>	<u>1/2 Min.</u>	<u>1 Min.</u>	<u>5 Min.</u>	<u>10 Min.</u>	<u>1/4 Hour</u>	<u>1/2 Hour</u>	<u>1 Hour</u>
1	2.40	3.25	6.90	9.90	13.00	20.30	34.30
13	2.30	3.10	6.60	9.40	11.55	19.55	32.70
26	2.20	2.95	6.30	9.30	10.80	18.60	30.60
52	2.10	2.80	6.00	8.90	10.30	17.60	29.50
104	2.00	2.65	5.70	8.40	9.80	16.65	27.90
156	1.90	2.50	5.40	7.80	9.30	15.70	26.30
312	1.80	2.35	4.90	7.30	8.70	14.75	24.70

\*\*\*\*\*



# KSCJ

415 Douglas St.

1360 Kilocycles  
5000 Watts

## Program Schedule

MINNEAPOLIS: WAYNE-EVANS & ASS'TS.  
KANSAS CITY: GENE GRAY CO.  
OMAHA: SODERLUND CO.  
DENVER: BOB HIX & CO.

STUDIOS  
SIOUX CITY, IOWA

REPRESENTED BY

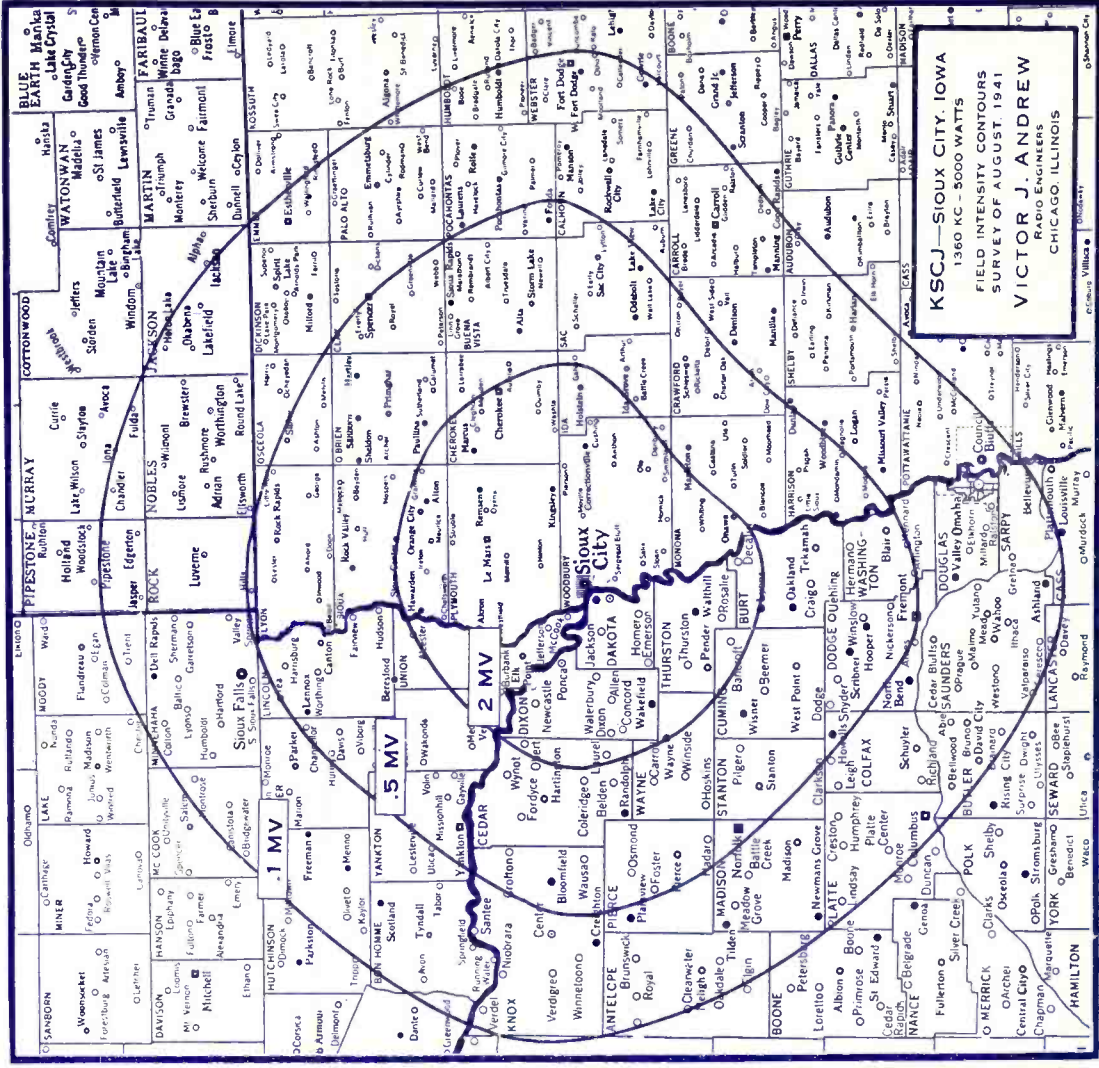
## PROGRAM SCHEDULE

ABC AFFILIATE

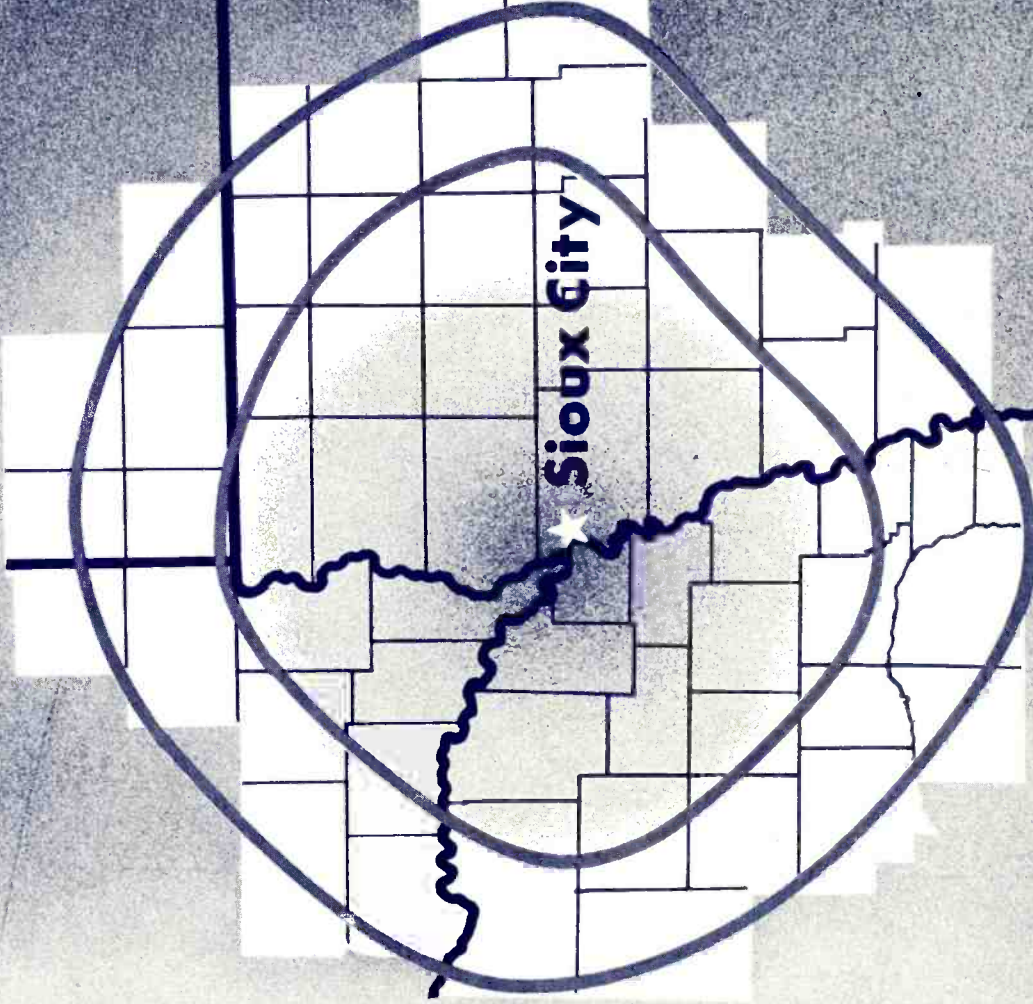
5000 WATTS 1360 KC

# KSCJ

<b>REPORT ON</b>	
<b>KSCJ .5 MV</b>	
<b>AREA</b>	
<b>(1967)</b>	
Population—	551,900
Families—	166,800
Retail Sales—	\$901,757,000
Food Sales—	\$172,806,000
Drug Sales—	\$24,057,000
Household Furnishings & Radio Sales—	\$29,626,000
Effective Buying Income—	\$1,258,348,000
Figures compiled from	
<b>1967 SALES MANAGEMENT SURVEY OF BUYING POWER</b>	



Indispensable  
in the cover-  
age of the  
great Sioux  
City farm &  
industrial  
market...



Sioux City, Iowa 51102

Phone 255-7993

NATIONAL REPRESENTATIVES

MINNEAPOLIS KANSAS CITY OMAHA  
WAYNE-EVANS & ASS'TS. GENE GRAY CO. SODERLUND CO. BOB HIX & CO.

All Other Points—Call or Contact Station Direct.

712-255-7993



# KSCJ PROGRAM SCHEDULE



# The Station You Listen To Most

## SUNDAY

### Morning

7:00 KSCJ News  
 7:05 ABC Album Time  
 7:30 ABC News  
 7:35 KSCJ SUI Forum  
 8:00 KSCJ News  
 8:15 KSCJ Good Shepherd Hour  
 8:45 KSCJ Religious News  
 9:00 KSCJ Church of the Air  
 9:30 ABC S.C. Baptist Church  
 9:45 KSCJ News  
 10:00 KSCJ News  
 10:05 KSCJ Music  
 10:30 ABC News  
 11:00 ABC News  
 11:05 KSCJ Music  
 11:30 ABC Message of Israel  
 11:45 ABC Christian in Action

### Afternoon

12:00 KSCJ Sixty Plus  
 12:30 KSCJ News  
 12:45 KSCJ Sunday Supplement  
 1:00 ABC News  
 1:05 KSCJ Music  
 1:30 ABC News  
 1:35 KSCJ Music  
 2:00 ABC News  
 2:05 KSCJ Music  
 2:30 ABC News  
 2:35 KSCJ Music  
 3:00 ABC News  
 3:05 KSCJ Music  
 3:30 ABC News  
 4:00 ABC News  
 4:05 KSCJ Music  
 4:30 ABC News  
 5:00 ABC Monday Morning  
 5:40 ABC Tom Harmon Sports  
 5:20 ABC Alex Dreier  
 5:30 ABC Voices in the  
 5:55 KSCJ N.A.S.A. Reports

### Evening

6:00 KSCJ Music  
 6:30 ABC News  
 6:35 KSCJ Music  
 7:00 ABC News  
 7:05 KSCJ Great Moments  
 9:00 ABC News  
 9:05 ABC Issues and Answers  
 9:30 KSCJ Music  
 10:00 KSCJ Music  
 10:15 KSCJ Music  
 11:00 KSCJ Music  
 11:05 KSCJ Music  
 11:55 KSCJ Music  
 12:00 KSCJ Sign Off

### ASK ABOUT

## SHOPPERS MATINEE

### PARTICIPATING SPONSORSHIP

4:05 P.M.

Monday Through Friday

## MONDAY

### Morning

6:00 KSCJ News  
 6:10 KSCJ Sunshine Time  
 6:30 KSCJ Farm News  
 6:45 KSCJ Markets  
 6:50 KSCJ Favorite Hymns  
 7:00 KSCJ News  
 7:15 KSCJ Town Criers Show  
 7:30 KSCJ News  
 8:00 KSCJ News  
 8:15 ABC World News  
 8:30 KSCJ Town Criers  
 8:55 ABC Paul Harvey  
 9:00 ABC News  
 9:05 KSCJ Music  
 9:30 KSCJ News  
 10:00 KSCJ Kitchen Klatter  
 10:30 ABC News  
 10:35 KSCJ Harmony Lane  
 11:00 ABC News  
 11:05 KSCJ Harmony Lane  
 11:30 KSCJ News  
 11:32 KSCJ Harmony Lane

### Afternoon

12:00 KSCJ News  
 12:15 ABC Paul Harvey  
 12:30 KSCJ U.S.D.A. Markets  
 12:40 KSCJ Town & Country  
 1:00 ABC News  
 1:05 KSCJ Easy Listening  
 1:30 KSCJ News  
 2:00 ABC News  
 2:05 KSCJ Martha Bohlsen  
 2:20 KSCJ Easy Listening  
 2:30 KSCJ News  
 3:00 KSCJ News  
 3:05 KSCJ Hold the Phone  
 3:30 KSCJ Big Bands  
 4:00 ABC News  
 4:05 KSCJ Shoppers' Matinee  
 4:30 KSCJ News  
 5:00 KSCJ Sports  
 5:05 KSCJ Shoppers' Matinee  
 5:30 ABC News  
 5:35 ABC Joseph C. Harsch  
 5:40 ABC Tom Harmon Sports  
 5:50 ABC Alex Dreier

### Morning

6:00 KSCJ News  
 6:10 KSCJ Sunshine Time  
 6:30 KSCJ Farm News  
 6:45 KSCJ Markets  
 6:50 KSCJ Favorite Hymns  
 7:00 KSCJ News  
 7:15 KSCJ Town Criers Show  
 7:30 KSCJ News  
 8:00 KSCJ News  
 8:15 ABC World News  
 8:30 KSCJ Town Criers  
 8:55 ABC Paul Harvey  
 9:00 ABC News  
 9:05 KSCJ Music  
 9:30 KSCJ News  
 10:00 KSCJ Kitchen Klatter  
 10:30 ABC News  
 10:35 KSCJ Harmony Lane  
 11:00 ABC News  
 11:05 KSCJ Harmony Lane  
 11:30 KSCJ News  
 11:32 KSCJ Harmony Lane

### Afternoon

12:00 KSCJ News  
 12:15 ABC Paul Harvey  
 12:30 KSCJ U.S.D.A. Markets  
 12:40 KSCJ Town & Country  
 1:00 ABC News  
 1:05 KSCJ Easy Listening  
 1:30 KSCJ News  
 2:00 ABC News  
 2:05 KSCJ Martha Bohlsen  
 2:20 KSCJ Easy Listening  
 2:30 KSCJ News  
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 4:00 ABC News  
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 5:05 KSCJ Shoppers' Matinee  
 5:30 ABC News  
 5:35 ABC Joseph C. Harsch  
 5:40 ABC Tom Harmon Sports  
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### Morning

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 6:10 KSCJ Sunshine Time  
 6:30 KSCJ Farm News  
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 8:15 ABC World News  
 8:30 KSCJ Town Criers  
 8:55 ABC Paul Harvey  
 9:00 ABC News  
 9:05 KSCJ Music  
 9:30 KSCJ News  
 10:00 KSCJ Kitchen Klatter  
 10:30 ABC News  
 10:35 KSCJ Harmony Lane  
 11:00 ABC News  
 11:05 KSCJ Harmony Lane  
 11:30 KSCJ News  
 11:32 KSCJ Harmony Lane

### Afternoon

12:00 KSCJ News  
 12:15 ABC Paul Harvey  
 12:30 KSCJ U.S.D.A. Markets  
 12:40 KSCJ Town & Country  
 1:00 ABC News  
 1:05 KSCJ Easy Listening  
 1:30 KSCJ News  
 2:00 ABC News  
 2:05 KSCJ Martha Bohlsen  
 2:20 KSCJ Easy Listening  
 2:30 KSCJ News  
 3:00 KSCJ News  
 3:05 KSCJ Hold the Phone  
 3:30 KSCJ Big Bands  
 4:00 ABC News  
 4:05 KSCJ Shoppers' Matinee  
 4:30 KSCJ News  
 5:00 KSCJ Sports  
 5:05 KSCJ Shoppers' Matinee  
 5:30 ABC News  
 5:35 ABC Joseph C. Harsch  
 5:40 ABC Tom Harmon Sports  
 5:50 ABC Alex Dreier

### Morning

6:00 KSCJ News  
 6:10 KSCJ Sunshine Time  
 6:30 KSCJ Farm News  
 6:45 KSCJ Markets  
 6:50 KSCJ Favorite Hymns  
 7:00 KSCJ News  
 7:15 KSCJ Town Criers Show  
 7:30 KSCJ News  
 8:00 KSCJ News  
 8:15 ABC World News  
 8:30 KSCJ Town Criers  
 8:55 ABC Paul Harvey  
 9:00 ABC News  
 9:05 KSCJ Music  
 9:30 KSCJ News  
 10:00 KSCJ Kitchen Klatter  
 10:30 ABC News  
 10:35 KSCJ Harmony Lane  
 11:00 ABC News  
 11:05 KSCJ Harmony Lane  
 11:30 KSCJ News  
 11:32 KSCJ Harmony Lane

### Afternoon

12:00 KSCJ News  
 12:15 ABC Paul Harvey  
 12:30 KSCJ U.S.D.A. Markets  
 12:40 KSCJ Town & Country  
 1:00 ABC News  
 1:05 KSCJ Easy Listening  
 1:30 KSCJ News  
 2:00 ABC News  
 2:05 KSCJ Martha Bohlsen  
 2:20 KSCJ Easy Listening  
 2:30 KSCJ News  
 3:00 KSCJ News  
 3:05 KSCJ Hold the Phone  
 3:30 KSCJ Big Bands  
 4:00 ABC News  
 4:05 KSCJ Shoppers' Matinee  
 4:30 KSCJ News  
 5:00 KSCJ Sports  
 5:05 KSCJ Shoppers' Matinee  
 5:30 ABC News  
 5:35 ABC Joseph C. Harsch  
 5:40 ABC Tom Harmon Sports  
 5:50 ABC Alex Dreier

### Morning

6:00 KSCJ News  
 6:10 KSCJ Sunshine Time  
 6:30 KSCJ Farm News  
 6:45 KSCJ Markets  
 6:50 KSCJ Favorite Hymns  
 7:00 KSCJ News  
 7:15 KSCJ Town Criers Show  
 7:30 KSCJ News  
 8:00 KSCJ News  
 8:15 ABC World News  
 8:30 KSCJ Town Criers  
 8:55 ABC Paul Harvey  
 9:00 ABC News  
 9:05 KSCJ Music  
 9:30 KSCJ News  
 10:00 KSCJ Kitchen Klatter  
 10:30 ABC News  
 10:35 KSCJ Harmony Lane  
 11:00 ABC News  
 11:05 KSCJ Harmony Lane  
 11:30 KSCJ News  
 11:32 KSCJ Harmony Lane

### Afternoon

12:00 KSCJ News  
 12:15 ABC Paul Harvey  
 12:30 KSCJ U.S.D.A. Markets  
 12:40 KSCJ Town & Country  
 1:00 ABC News  
 1:05 KSCJ Easy Listening  
 1:30 KSCJ News  
 2:00 ABC News  
 2:05 KSCJ Martha Bohlsen  
 2:20 KSCJ Easy Listening  
 2:30 KSCJ News  
 3:00 KSCJ News  
 3:05 KSCJ Hold the Phone  
 3:30 KSCJ Big Bands  
 4:00 ABC News  
 4:05 KSCJ Shoppers' Matinee  
 4:30 KSCJ News  
 5:00 KSCJ Sports  
 5:05 KSCJ Shoppers' Matinee  
 5:30 ABC News  
 5:35 ABC Joseph C. Harsch  
 5:40 ABC Tom Harmon Sports  
 5:50 ABC Alex Dreier

### Morning

6:00 KSCJ News  
 6:10 KSCJ Sunshine Time  
 6:30 KSCJ Farmers 1/4 Hour  
 6:45 KSCJ Markets  
 6:50 KSCJ Your Favorite Hymns  
 7:00 KSCJ News  
 7:15 KSCJ Town Criers  
 7:30 KSCJ News  
 8:00 KSCJ Breakfast Time News  
 8:15 ABC News Around World  
 8:30 ABC Sports  
 8:35 KSCJ Town Crier  
 9:00 ABC News  
 9:05 KSCJ Town Criers  
 10:00 ABC Kitchen Klatter  
 10:35 KSCJ Melody Time  
 11:00 ABC News  
 11:05 KSCJ Melody Time  
 11:30 ABC News  
 11:35 KSCJ Melody Time

### Afternoon

12:00 KSCJ News  
 12:15 ABC Paul Harvey  
 12:30 KSCJ U.S.D.A. Markets  
 12:40 KSCJ Town & Country  
 1:00 ABC News  
 1:05 KSCJ Easy Listening  
 1:30 KSCJ News  
 2:00 ABC News  
 2:05 KSCJ Martha Bohlsen  
 2:20 KSCJ Profile  
 2:30 KSCJ News  
 2:35 KSCJ Easy Listening  
 3:00 ABC News  
 3:05 KSCJ Hold the Phone  
 3:30 KSCJ Big Bands  
 4:00 ABC News  
 4:05 KSCJ Shoppers' Matinee  
 4:30 KSCJ News  
 5:00 KSCJ Sports  
 5:05 KSCJ Shoppers' Matinee  
 5:30 ABC News  
 5:35 ABC Joseph C. Harsch  
 5:40 ABC Tom Harmon Sports  
 5:50 ABC Alex Dreier

### Evening

6:00 KSCJ News  
 6:15 KSCJ For the Record  
 6:30 KSCJ Dinner Concert  
 7:00 ABC News  
 7:05 KSCJ Date With Music  
 7:30 KSCJ News  
 8:00 ABC News  
 8:05 KSCJ Date With Music  
 8:30 KSCJ News  
 9:00 ABC News  
 9:05 KSCJ Date With Music  
 9:30 KSCJ News  
 10:00 KSCJ News  
 10:10 ABC World Wrapup  
 10:15 ABC News  
 10:25 KSCJ Local Sports  
 10:30 KSCJ Music Til Midnight  
 11:00 KSCJ News  
 11:05 KSCJ Music Til Midnight  
 11:55 KSCJ News  
 12:00 KSCJ Sign Off

## FRIDAY

## SATURDAY



SIoux CITY, IOWA  
 EST. 1927 — 5000 W. — 1360 KC.  
 Phone (712) 255-7993

**National Rate Card No. 16**  
**TIME RATES EFFECTIVE JANUARY 1, 1969**

### SPOT ANNOUNCEMENTS

CLASS A — Mon. thru Fri. 6:59-9:00 a.m., 11:45 a.m.-1:15 p.m., 4:00-6:00 p.m.	60 Sec.	30 Sec.	10 Sec.
PER WK:	9.50	7.15	4.75
1-4	9.25	6.95	4.63
5-9	9.00	6.75	4.50
10-14	8.75	6.55	4.38
15-19	8.50	6.40	4.25
20-29	8.25	6.20	4.13
30-39			
CLASS B — All other times.	60 Sec.	30 Sec.	10 Sec.
PER WK:	8.00	6.00	4.00
1-4	7.75	5.80	3.88
5-9	7.25	5.45	3.63
10-14	6.75	5.05	3.38
15-19	6.25	4.70	3.13
20-29	5.75	4.30	2.88
30-39	5.50	3.90	2.60
40-49	5.25	3.50	2.30
50-59	5.00	3.10	2.05
60-79	4.75	2.90	1.95
80-99	4.50	2.70	1.85
100	3.50	2.60	1.85

"WK" means within any seven (7) consecutive days. All announcements in a schedule may be combined to earn frequency discounts. Contracts protected against rate changes for 6 months.

### PROGRAM TIME RATES

1 hr.	50.00	20.00	16.00	12.00
13 hr.	49.75	19.50	15.60	11.70
26 hr.	47.50	19.00	15.20	11.40
52 hr.	45.10	18.00	14.40	10.80
104 hr.	42.50	17.00	13.60	10.20
156 hr.	40.00	16.00	12.80	9.60
260 hr.	37.50	15.00	12.00	9.00
312 hr.	35.00	14.00	11.20	8.40

### DISCOUNTS

Rates quoted for all program periods and announcements are computed on number of programs or announcements within 1 year. Announcements and programs not combinable to earn larger discounts. Discounts allowed retroactively on number of broadcasts given within 1 year.

### SPECIAL FEATURES

News Service—AP.  
 News service fee—5 minute program, per program \$2.00; 15 minute program, per program \$3.00.  
 Political—cash in advance. Manuscripts must be submitted 48 hours before broadcast.  
 Library Service—CRC.

### CLOSING TIME

Programs close 1 week before broadcast.  
 Announcements, 24 hours in advance.

### AGENCY COMMISSION

15% on net time; no cash discount. Bills rendered 1st, payable 10th.

### GENERAL

Rates include music copyright fees.  
 Alcoholic beverage advertising: beer and wine only.

**NOW AVAILABLE**  
**Town & Country Show**  
 PARTICIPATING SPONSORSHIP  
**12:40 P.M.**  
 Monday Through Friday

KSCJ, Sioux City, Iowa - 1360 KC-ABC

# KOLY

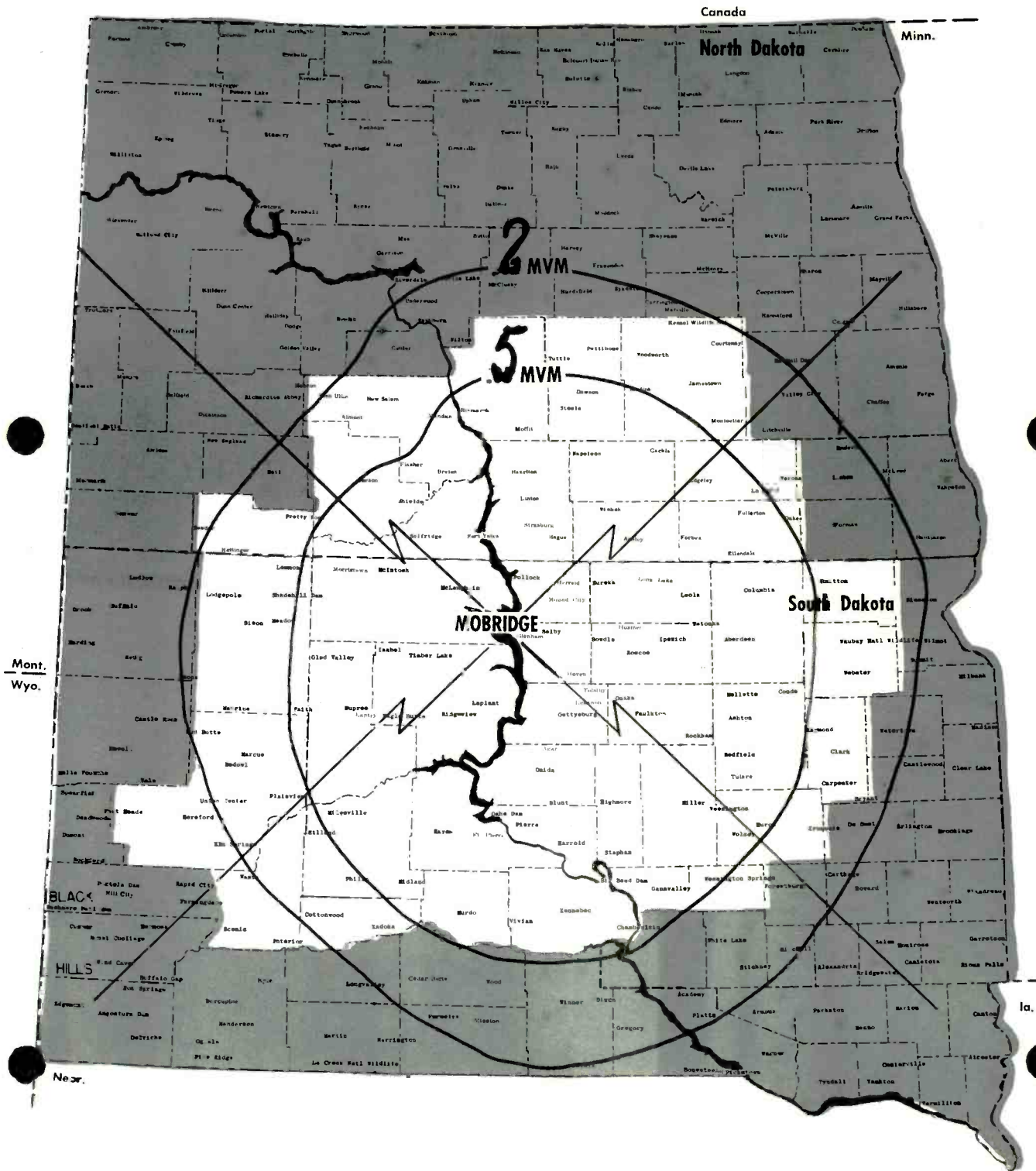
1300 Radio

5000 Watts

"Blanketing Both Dakotas"

Telephone 605-845-3654

Mobridge, So. Dak. 57601





# KOLY — Mobridge

5000 Watts Non Directional

## RATE CARD NO. 4 — National-Local Same

Class A } 6 a.m. to 1:30 p.m., & 3:59 p.m. to 6:30 p.m.

Class B } 1:30 p.m. to 3:59 p.m., 6:30 p.m. to 9:30 p.m.

### SPOT RATES

	A		B	
	1 min.	30 sec.	1 min.	30 sec.
1x	5.50	4.90	5.05	4.50
13x	5.20	4.55	4.80	4.15
26x	5.00	4.35	4.60	3.95
52x	4.70	4.10	4.30	3.70
104x	4.50	3.90	4.05	3.50
156x	4.40	3.80	3.85	3.30
260x	3.65	3.05	3.10	2.50
312x	3.35	2.70	2.75	2.25
365x	3.20	2.55	2.35	2.05
520x	2.90	2.40	1.85	1.65
780x	2.80	2.25	1.80	1.60
1000x	2.70	2.15	1.75	1.50

### PROGRAM RATES

	1 Hr.	½ Hr.	¼ Hr.	10	5
				Min.	Min.
1x	60.00	34.00	18.00	15.00	12.50
13x	56.00	31.00	16.20	14.10	11.85
26x	47.00	28.50	15.10	13.00	10.95
52x	36.00	21.90	13.25	11.50	10.50
104x	29.90	18.00	12.30	10.25	8.90
156x	28.00	15.90	11.25	9.15	8.05
260x	24.50	13.50	9.90	7.40	6.20
312x	21.50	12.70	8.90	6.90	5.75
365x	19.00	11.80	7.80	6.25	5.05

For Class B Programs Deduct 15%

Political Rates Same. Scripts and Full Payment Must Be Submitted 24 hrs. in Advance.

- Marti Remote Equipment
- Emergency Broadcast System Licensed
- Warhawk Civil Defense Broadcast Center
- Two 2-Way Radio Equipped News Cruisers

KOLY is heavily farm programmed and musical format is light variety middle-of-road with a modern country flavor. Ten separate farm programs are broadcast daily. This 5,000 watt non-directional station employs full time newsmen. On KOLY's staff are three members of Sigma Delta Chi, Professional Journalistic Society.

Local news volume dictates adherence to the ten and fifteen minute newscast concept. Twenty-five area schools use KOLY as their local news medium for weather postponements, bus schedules and news. Thirty-three schools call KOLY collect with sports news. Eleven area communities report weather conditions daily and the number quadruples during times of storms and blizzard conditions. KOLY's Outdoor Department and Women's Department gather and produce programs weekly and livestock markets are reported four times daily including a twelve major terminal report direct daily.

Mobridge is located on the Center of the Oahe Reservoir impoundment of the Missouri River in Northcentral South Dakota. This 250 mile long lake offers some of the best Northern and Walleye fishing in the nation as well as excellent boating, camping and beaches, with such activity developing at a rapid rate. Basin League collegiate baseball has a home at Mobridge for its Mobridge Laker's Club. The giant Sitting Bull Stampede RCA roars reminds visitors during the 4th of July of the famous Indian's burial here.

Get Top  
Local Radio  
Coverage  
Spanning

Both  
North and  
South Dakota

With One Time Order!

# KOLY

1300 Radio

## 5000 Watts

**Q. P. COLEMAN,**  
General Manager  
Mobridge, South Dakota 57601  
TELEPHONE 605-845-3654

Represented Nationally By  
**Jack Masla & Company, Inc.**

New York, Chicago, Los Angeles, Detroit,  
Kansas City, St. Louis, Dallas

Member Dakota Salesmakers Network

**MID-AMERICA'S INSPIRATIONAL NETWORK**  
 William B. Berntsen ..... President  
 Cornelius Keur ..... Executive Director  
 Naomi L. Bloom ..... Editor

**STATIONS**

KTIS-AM 900 KHz	Minneapolis, Mn. 55403
KTIS-FM Stereo 98.5 MHz	338-0547
KENW-AM 900 KHz	Fargo, N.D. 58102
KENW-FM 97.9 MHz	232-5949
KNWS-AM 1090 KHz	Waterloo, Ia. 50702
KNWS-FM Stereo 101.9 MHz	233-3108
KNWC-AM 1270 KHz	Sioux Falls, S.D. 57101
KNWC-FM Stereo 96.5 MHz	339-1270

## KNWC AM Switches Direction at Sunset

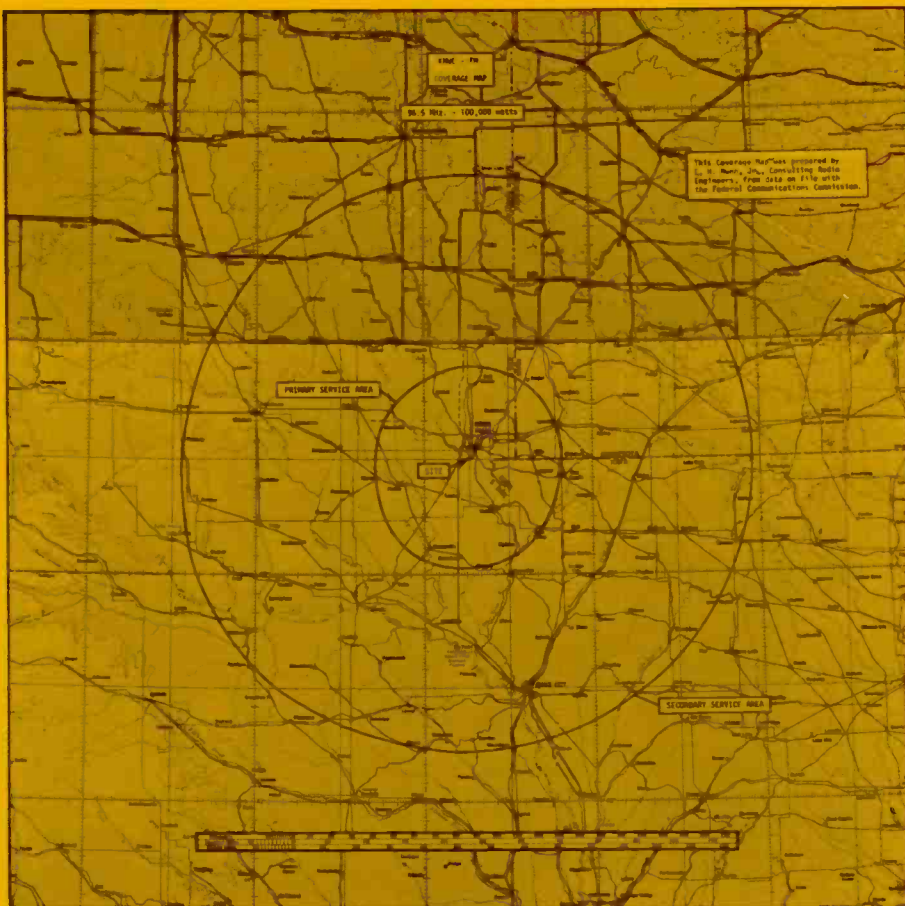
KNWC AM switches to a directional antenna pattern each evening around sunset time to conform to Federal Communications Commission regulations.

*Directional* means that the signal is radiated in certain directions *only*. The result is excellent reception in some areas and poor or no reception in others.

The map contours show our primary coverage where no interference will be noted. KNWC AM is heard quite a distance beyond the contour line with variable degrees of clarity.

If you're not able to hear KNWC AM at night, try KNWC FM. FM provides static-free reception and the splendor of stereophonic sound.

Engineer Harpham



KNWC FM COVERAGE MAP

## TECHNICAL GOINGS ON, SIMPLIFIED

Oftentimes you hear us talk about the AM station going directional at sunset. When this happens, many KNWC AM listeners don't hear the evening programs. I'm devoting this quarterly schedule to explain some of the technical *goings on*, giving you some insight about the reception in your area.

### Broadcast Pattern for KNWC AM Daytime

This pattern is quite different than the one at night. Dur-

ing the day our AM signal reaches approximately 100 miles in all directions.

### Broadcast Pattern for KNWC AM Nighttime Directional

Please note separate explanation by Engineer Jerry Harpham.

### Broadcast Pattern for KNWC FM Stereo Daytime and Nighttime

From radio's beginning there has been a constant search for better methods of utilization. This is where FM comes in and, more recently, FM stereo.

Looking at our FM coverage map, you'll notice that the

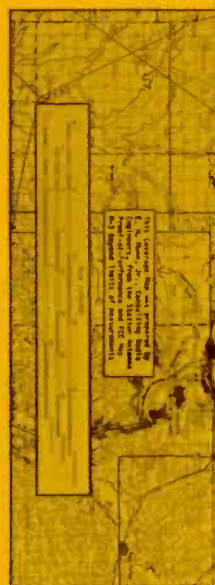
signal is the same both day and night. It doesn't vary. Its signal is also much stronger than our AM signal. During an electrical storm, FM remains relatively static-free.

It's also worth noting that FM antennas help pull in the signal better in low-lying and more distant areas.

Antennas vary from the most common to what is known as the *power boost antenna*. This is a story in itself, and your local radio repairman can assist you in what you should have.

Of course, if KNWC can be of service to you, please feel free to write.

Manager Hendrickson







# KNWC SUMMER NEWS BULLETIN

## KNWC AM

1270 kHz

July-September, 1970

### SUNDAY

6:30 KNWC Sign-On  
 6:32 Sunday Sundial  
 7:00 NEWS, Weather  
 7:05 Sunday Sundial  
 7:15 Meditation for Sunday  
 7:30 World Radio  
     Congregation  
 8:00 NEWS, Weather  
 8:05 Sunday Sundial  
 8:30 God's Word for Today  
 8:45 Sunday Sundial  
 9:00 Radio Bible Class  
 9:30 The Gospel Hour  
 10:00 Morning Melodies  
 11:00 Morning Worship  
 12:00 On Wings of Song  
 12:15 NEWS Roundup  
 12:30 Music for Sunday  
     1:15 Watchword  
     1:30 The Music Hour  
     2:00 NEWS, Weather  
     2:05 The Music Hour  
     2:30 Hour of Decision  
     3:00 The Joyful Sound  
     3:30 New Testament Light  
     4:00 NEWS, Weather  
     4:05 Treasures in Music  
     5:00 Grace Worship Hour  
     5:30 Showers of Blessing  
     5:45 Sunday Vespers  
     5:50 NEWS Roundup  
     6:00 Sunday Vespers  
     7:00 NEWS, Weather  
     7:00 Heritage  
     7:30 Organ Prelude  
     7:45 Central Baptist  
     8:30 Organ Hymns, C. Keur  
     8:45 Eventide  
     9:00 NEWS, Weather  
     9:05 Sunday Music Hour  
 10:00 NEWS Roundup  
 10:15 Starlight Serenade  
 11:00 Songs in the Night  
 11:30 Music in the Night  
 12:00 Sign-Off

### MONDAY - FRIDAY

6:00 KNWC Sign-On,  
 6:02 NEWS, Weather  
 6:10 Clockwatcher  
     "Rural Roundup"  
     edition  
 7:00 NEWS, Weather  
 7:05 Clockwatcher  
 7:30 Morning Chapel Hour  
 8:00 NEWS Roundup  
 8:15 Clockwatcher  
 8:45 Man with a Message

*Occasionally we may deviate  
 from the printed schedule.*

Turn to KNWC FM *before* and  
*after* these hours when you  
 can't receive the AM broad-  
 casts.

9:00 Back to the Bible  
 9:30 Chapel of the Air  
 9:45 A Look at the Book  
 10:00 NEWS, Weather  
 10:05 Morning Melodies  
 10:15 Heaven and Home  
     Hour  
 10:30 Piano Portraits (M,F)  
     Ask the Chaplain (W)  
     Keep Praising  
     (T,Th)  
 10:45 Bible Nuggets  
 11:00 NEWS, Weather  
 11:05 Record Room (M,F)  
     March Time (T,W,Th)  
 11:15 The Bible for You  
 11:30 Good News  
     Commentary  
 11:35 Music Time  
 12:00 NEWS Roundup  
 12:15 Singspiration Time  
 12:30 Console Melodies  
     (M,W,F)  
     Men's Voices in Song  
     (T,Th)  
 12:45 Noontime Markets  
 12:50 Listening Post  
 1:00 NEWS, Weather  
 1:05 Our Daily Bread  
 1:15 Verse by Verse  
 1:30 Resting Time (M,W,F)  
     Melodies and Musings  
     (T,Th)  
 1:45 Stylings in Ivory (M,F)  
     Off the Record (W)  
 2:00 NEWS, Weather  
 2:05 Reflections  
 2:30 Old Fashioned Hymns  
 2:45 Searching the  
     Scripture (M,W)  
     Songs of Sharon (T)  
     Across the Table (Th)  
     Building a Christian  
     Life (F)  
 3:00 NEWS, Weather  
 3:05 The Music Hour  
 4:00 Regional NEWS,  
     Weather  
 4:05 Commuter's Carousel  
 4:45 Tips for Teens  
 5:00 NEWS, Weather  
 5:05 Commuter's Carousel  
 5:45 NEWS Roundup  
 5:55 Sports Desk  
 6:00 Music for Dining  
 7:00 Good News  
     Commentary  
 7:05 Adventure Time  
 7:15 Stories of Great  
     Christians  
 7:30 Back to the Bible  
 8:00 Festival of Song  
     (NEWS, Weather at 9)

July	6:00-9:00	CDT
Aug.	6:30-8:30	CDT
Sept.	7:00-7:45	CDT

9:30 Evensong  
 10:00 NEWS Roundup  
 10:15 Chapel of the Air  
 10:30 Starlight Serenade  
 11:00 Nightwatch  
 11:30 Music in the Night  
 12:00 Sign-Off

### SATURDAY

6:00 KNWC Sign-On  
 6:02 NEWS, Weather  
 6:10 Clockwatcher  
     "Rural Roundup"  
     edition  
 7:00 NEWS, Weather  
 7:05 Clockwatcher  
 7:30 Back to the Bible  
 8:00 NEWS Roundup  
 8:15 Clockwatcher  
 9:00 NEWS, Weather  
 9:05 Argonne Laboratories  
 9:15 Calling All Drivers  
 9:25 Take a Giant Step  
 9:30 Chapel of the Air  
 9:45 Coffee Concert  
 10:00 Missions to Military  
 10:15 Heaven and Home  
     Hour  
 10:30 Inspiration  
 11:00 Moody Presents  
 11:30 Lutheran Gospel Hour  
 12:00 NEWS Roundup  
 12:15 Living and Serving  
 12:30 Social Security Report  
 12:40 Listening Post  
 12:45 Children's Chapel  
     1:00 Ranger Bill  
     1:30 Children's Bible Hour  
     2:00 NEWS, Weather  
     2:05 Let's Sing  
     (NEWS, Weather at 3)  
 3:05 Treasures in Music  
 4:00 Unshackled  
 4:30 Music for Teens  
 5:00 NEWS, Weather  
 5:05 Music for Teens  
 5:45 NEWS Roundup  
 5:55 Sports Desk  
 6:00 Music for Dining  
 7:00 God's News Behind  
     the News  
 7:15 News in a Different  
     Dimension  
 7:30 Back to the Bible  
 8:00 Festival of Song  
 9:00 Space Story  
 9:05 Conference Pulpit  
 10:00 NEWS Roundup  
 10:15 Chapel of the Air  
 10:30 Starlight Serenade  
 11:00 Nightwatch  
 11:30 Music in the Night  
 12:00 Sign-Off

## PATIENT

W  
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T  
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G



*by Chaplain Carl Sentman*

*And the Lord direct your  
 hearts into the love of God,  
 and into the patient waiting  
 for Christ (2 Thessalonians  
 3:5).*

The world hates Christ. It  
 always has. But Christ loves  
 this world. That's why he  
 died.

Christ's message through  
 us: "Turn from your hatred;  
 accept my love and really  
 live."

Lest we faint, we must  
 anticipate Christ's return. In  
 due time he will evacuate us  
 from the world of antichrist.  
 On schedule Christ will des-  
 troy him and establish his  
 peace on earth through his  
 rod.

*May his good hope en-  
 courage your hearts, and  
 establish you in every good  
 word and work (2 Thessalon-  
 ians 2:17).*

### KNWC STAFF

Harv Hendrickson	.....	Manager
Jerry Harpham	.....	Engineer
Rod Crane	.....	Announcer
Dennis Anhalt	.....	Announcer
Wayne Kerlake	.....	Part-time Announcer
Wayne Wenzlaff	.....	Part-time Announcer
Jim Stubbe	.....	Part-time Announcer
Pat Johnson	.....	Part-time Secretary

THE BIG  
DOUBLE

# K KLS

93.9 FM STEREO - 920 AM

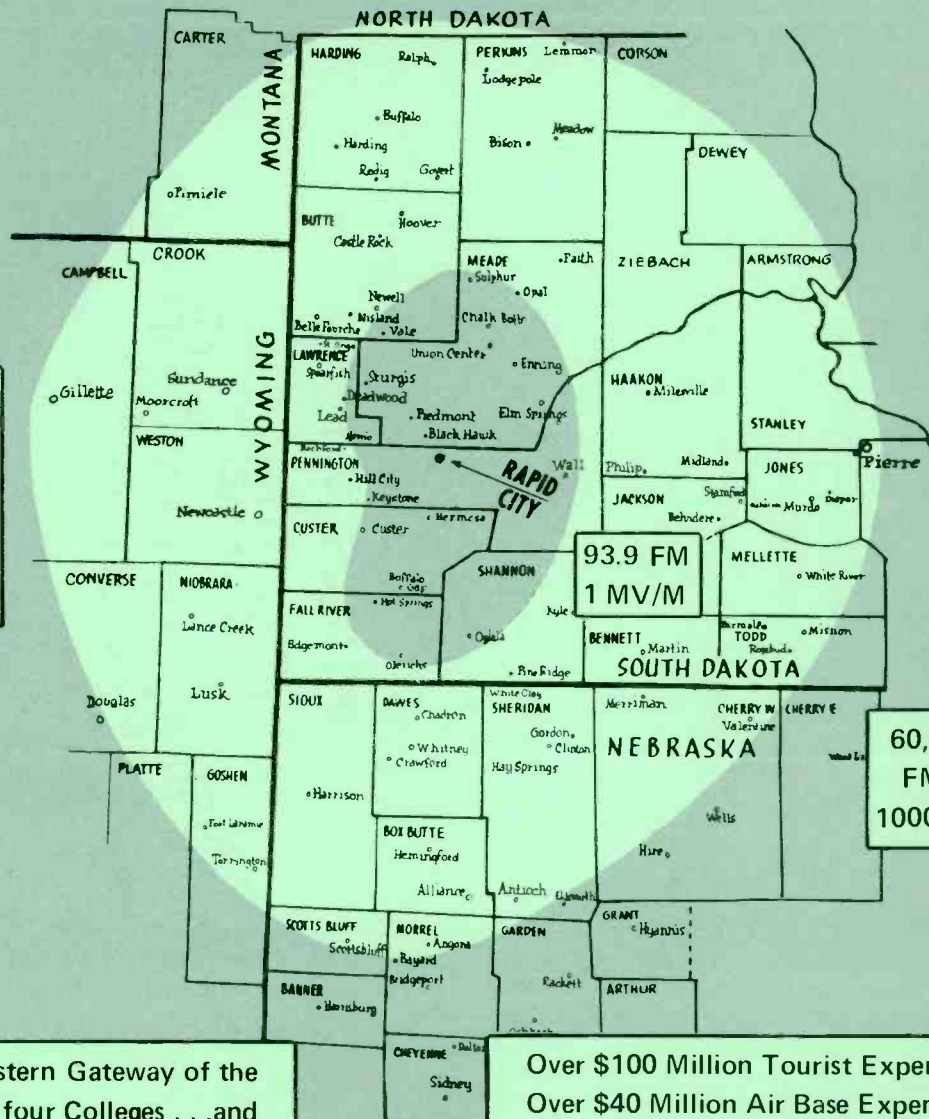
An Ingstad Broadcasting Media  
Box 3087, Rapid City, S. D. 57701  
Phone (605) 343-6161

AM/FM SIMULCAST  
6 A.M. to LOCAL SUNSET  
FM BROADCAST  
CONTINUES TO 2 A.M.

	FM	AM
Population	75,000	265,000
Home radios	14,000	75,000
Car Radios	5,000	88,000

Information computed on the Basis of  
1970 Census & Sales Management  
estimates.

Programmed to  
the Contemp-  
orary Audience  
comprising over  
50% of the Total  
Market.



920 AM  
.2 MV

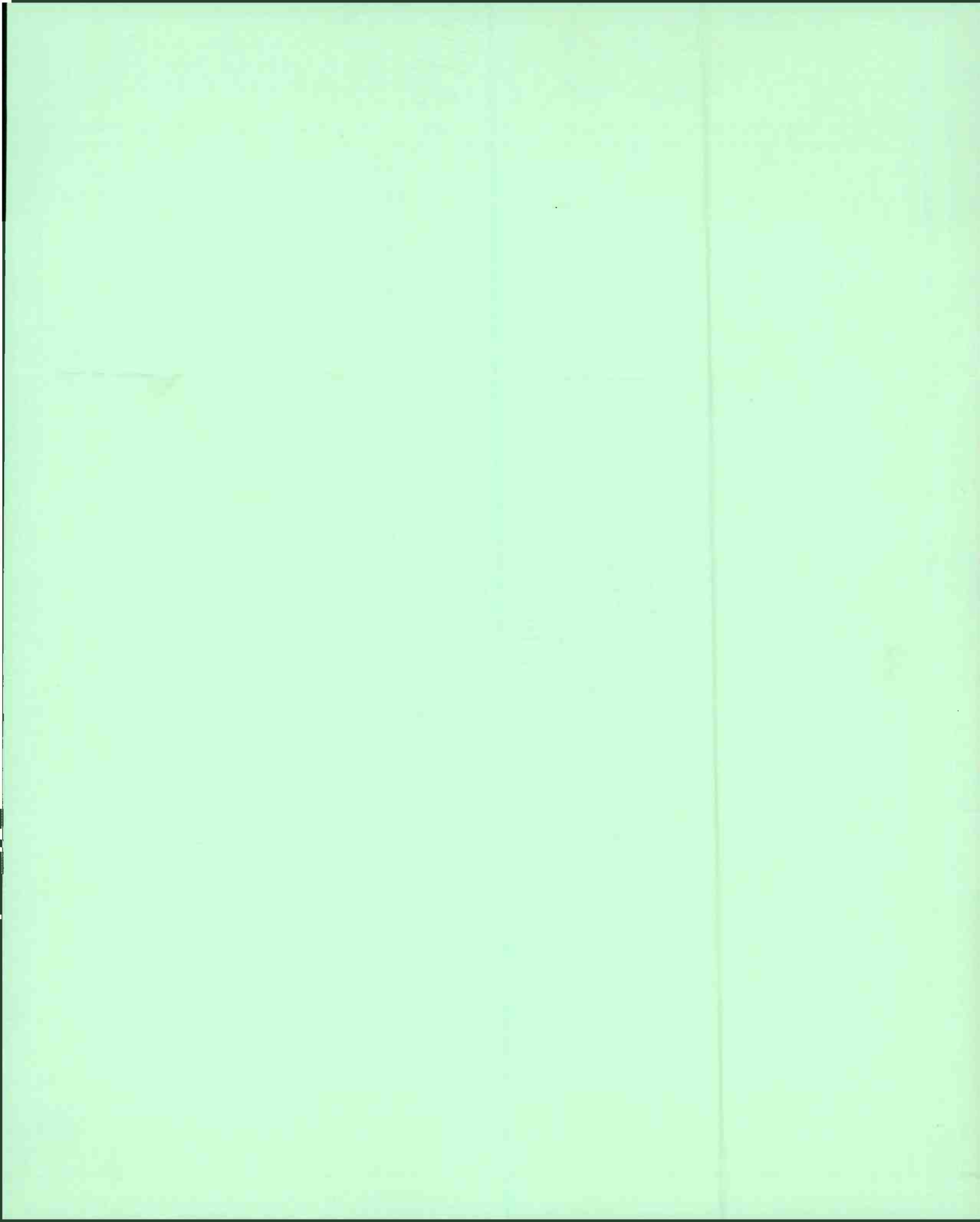
93.9 FM  
1 MV/M

60,000 Watt  
FM Stereo  
1000 Watt AM

Serving the Eastern Gateway of the  
Black Hills . . . four Colleges . . . and  
South Dakota's fourth Largest City,  
Ellsworth Air Force Base.

Over \$100 Million Tourist Expenditures  
Over \$40 Million Air Base Expenditures  
Over \$700 Million Spendable Income  
Over \$450 Million Retail Sales



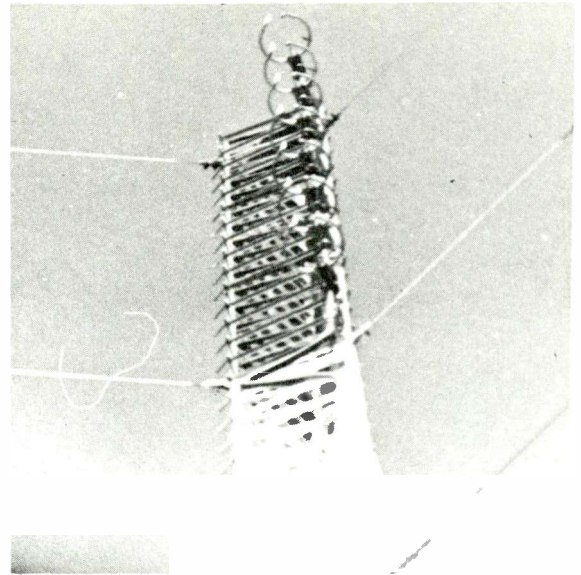


# GROWING WITH SOUTH DAKOTA

## KJAM RADIO AM-FM

1390 - 103.1

Madison, South Dakota

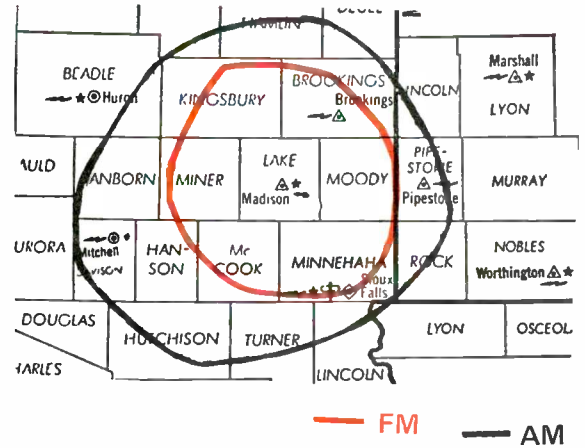


*Maximum Power - Maximum  
Tower Height*

*3000 Horizontal and 3000 Vertical*



*Location - Center of Business*



*Population -*

*AM - 200,000*

*FM - 156,000*



*President Nixon Speaking At*

*Madison - Home of Dakota State College - Madison*

*Radio reaches more people in the U.S. than any other media.*

**Dial 605-256-4514**





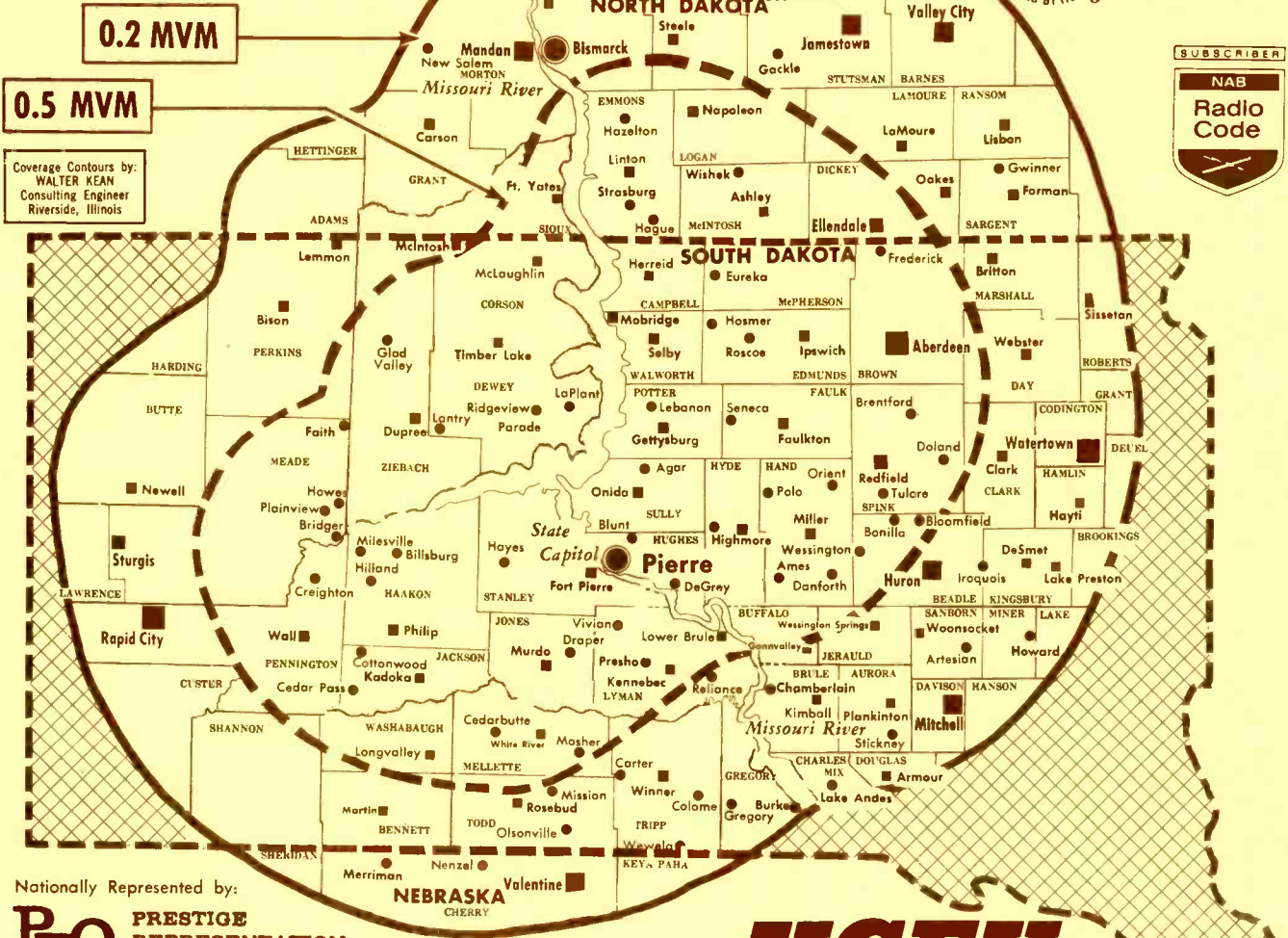
**On the Air Since 1927..NOW BIGGER & BETTER!**

# KGFX RADIO

## 10,000 Watts - Clear Channel - Now: 1060 KC

People who know Radio...  
 People who want to Sell...  
 choose **KGFX!** Pierre's  
 radio leader since 1927....

THE VALUE OF INFORMATION  
 PREPARED BY  
 ALLIED CREATIVE SERVICES  
 IS MEASURED BY ITS RELIABILITY



Nationally Represented by:

**PRO** PRESTIGE REPRESENTATION ORGANIZATION

# KGFX

## Pierre, South Dakota

Market Data:	0.5 MVM Coverage	0.2 MVM Coverage
Population	175,500	583,540
Households	48,950	163,900
AM Radio Homes	47,240	160,110
Automobiles	65,170	225,780
Consumer Income	\$ 315,930,000	1,165,325,000

RETAIL SALES:	0.5 MVM Coverage	0.2 MVM Coverage
Food Stores	\$ 42,211,000	145,590,000
Drug Stores	\$ 6,426,000	21,934,000
General Merchandise	\$ 20,716,000	88,680,000
Apparel Stores	\$ 9,528,000	35,956,000
Home Furnishings	\$ 7,161,000	27,599,000
Auto Sales	\$ 41,296,000	146,888,000
Service Stations	\$ 21,963,000	73,314,000
Total Retail Sales	\$ 243,410,000	801,422,000

FARM DATA:	0.5 MVM Coverage	0.2 MVM Coverage
Farm Population	57,340	160,800
Gross Farm Income	\$ 223,847,000	575,530,000

SOURCE: SRDS Consumer Market Data 1967.

**KGFX MEANS LISTENER-PREFERRED RADIO** . . . with family music . . . top personalities . . . complete local news — including on-the-spot coverage of activities at the South Dakota State Capitol complex . . . farm and livestock reports from area market centers . . . sports news, and the ever-important weather and highway reports.

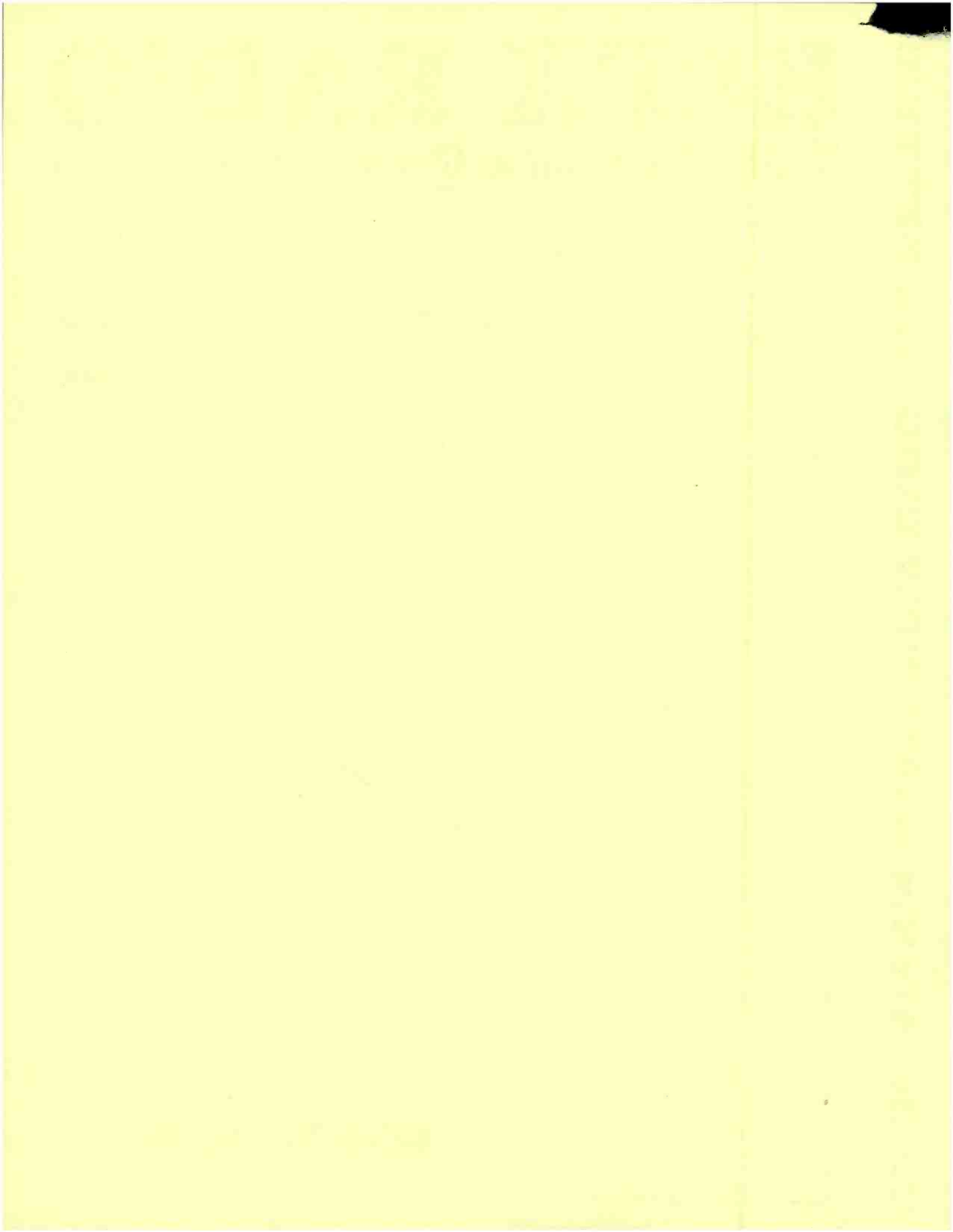
**KGFX MEANS BIG-COVERAGE RADIO** . . . now with 10,000 Watts, Clear Channel with the area's greatest coverage . . . all-new broadcast equipment . . . brand-new studios and offices. But, just a reminder . . . **KGFX RADIO** is an accepted Pioneer institution, on the air in central South Dakota since 1927!

**10,000 WATTS OF QUALITY COVERAGE** . . . in an area devoid of local TV . . . there's no TV station within our 0.5 MVM coverage

**KGFX MEANS BETTER RADIO** . . . serving an area rich in farming and ranching . . . from the Capital City of South Dakota.

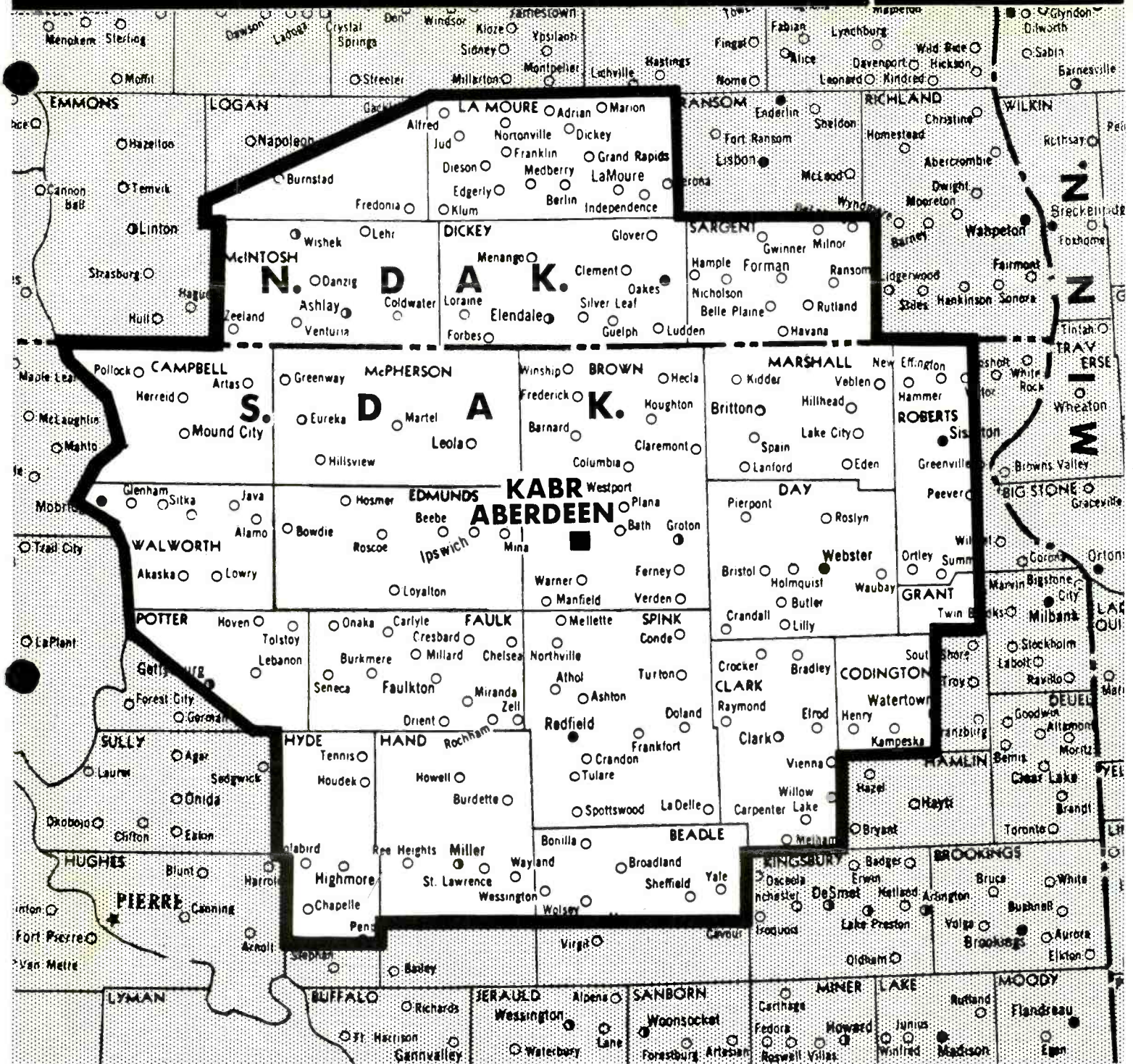
Postal Box 399 Phone (605) 224-8686  
**Pierre, South Dakota 57501**





# KABR RADIO

1000 WATTS  
1420 KC's



## South Dakota's No. 1 Farm Market

Nearly one-third of South Dakota's farm income is earned in this rich 21-county basic coverage area.

Gross Farm Income \$177,331,000  
Consumer Spendable Income \$272,443,000  
Retail Sales \$222,980,833



SCOTTY McKABR SAYS: "KABR Sells the RICHEST South Dakota Farm Area"

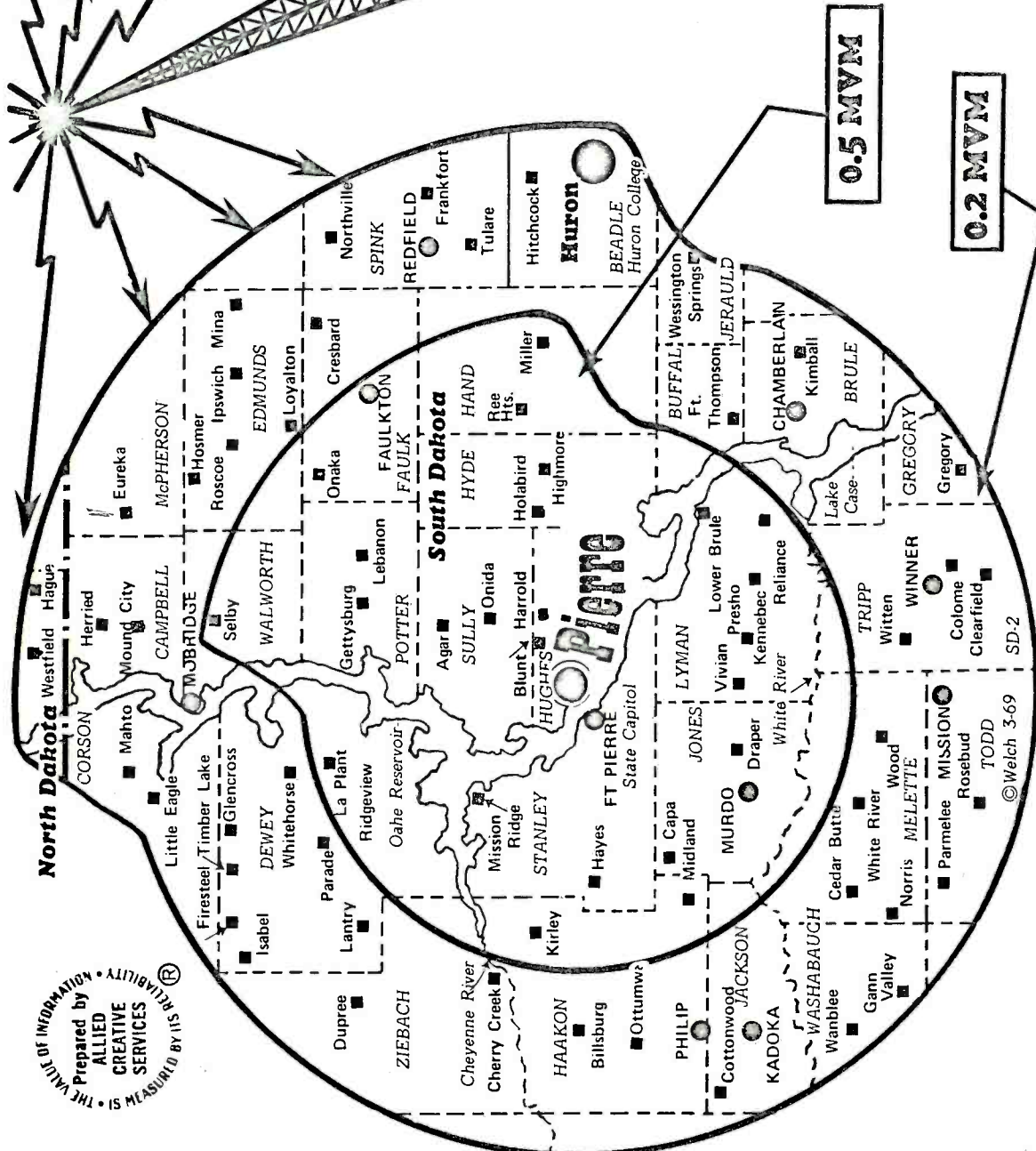




# KXCR 1240 RADIO

Serving the  
Great Lakes  
of  
South Dakota

CAPITAL CITY  
RADIO  
Postal Box 309  
Phone (605) 224-7381  
Pierre, South Dakota 57501



# Central South Dakota's Only Fulltime Station!

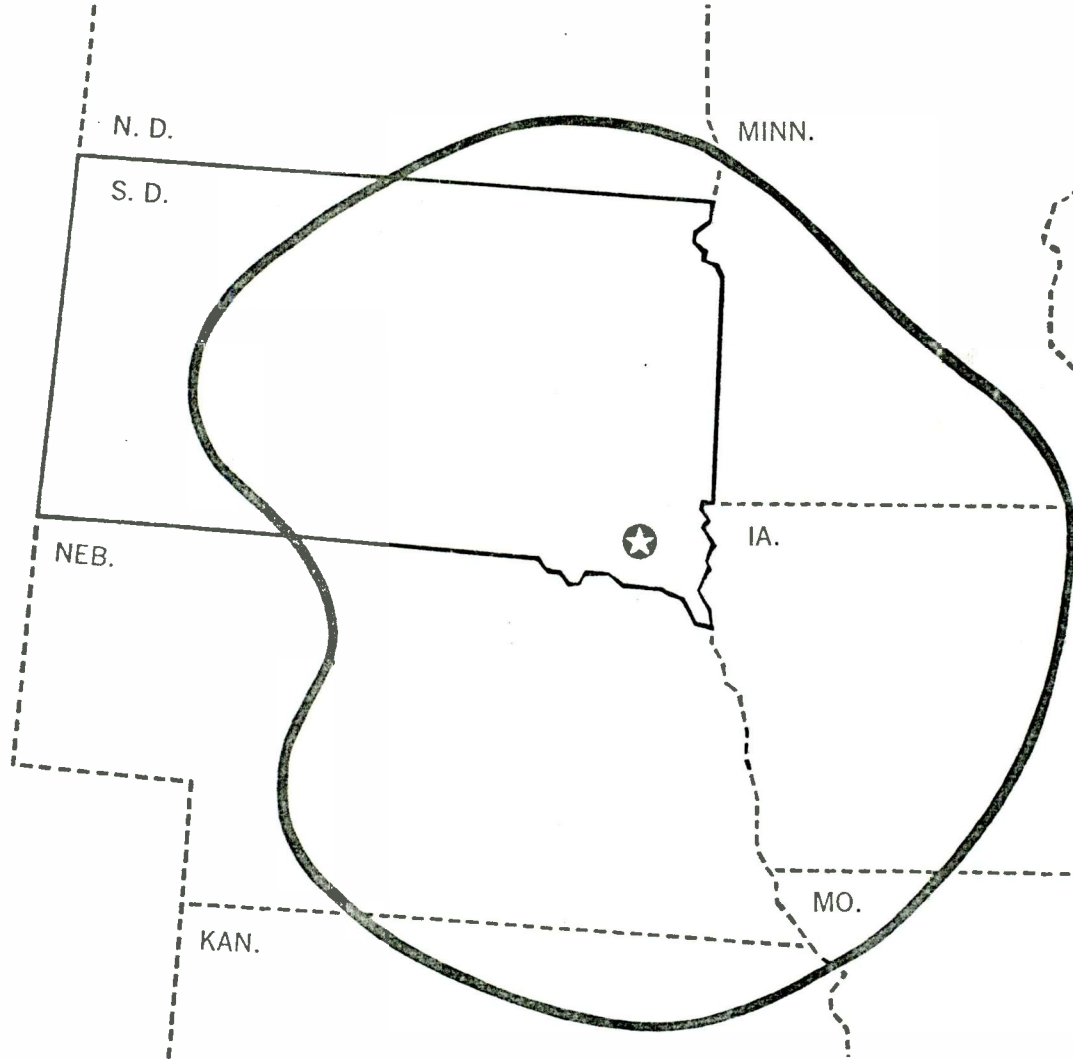
THE VALUE OF INFORMATION • PREPARED BY  
ALLIED CREATIVE SERVICES  
REGISTERED BY ITS RELIABILITY

© Welch 3-69 SD-2





APRIL  
1967



## READY REFERENCE SUMMARY

# WNAK-Radio

SIoux CITY, IOWA-YANKTON, S. D.-SIoux FALLS, S. D.

*Serving A Five-State Area*



THE KATZ AGENCY, INC.





WNAX

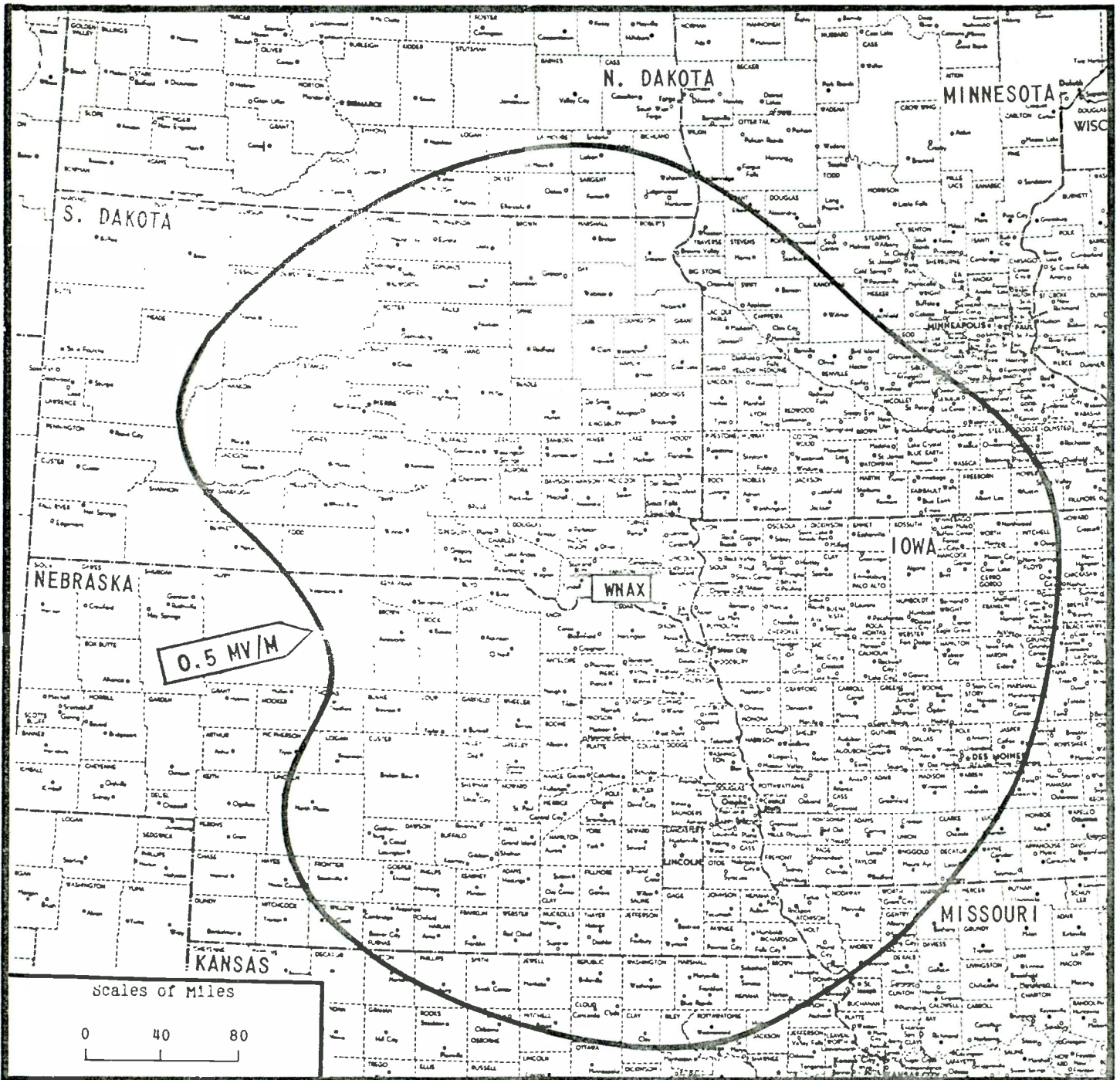
5-State Radio

CBS

5,000w

570kc

COVERAGE



Copyright by Bagstrom Company, Inc., N.Y.C., Map Makers.

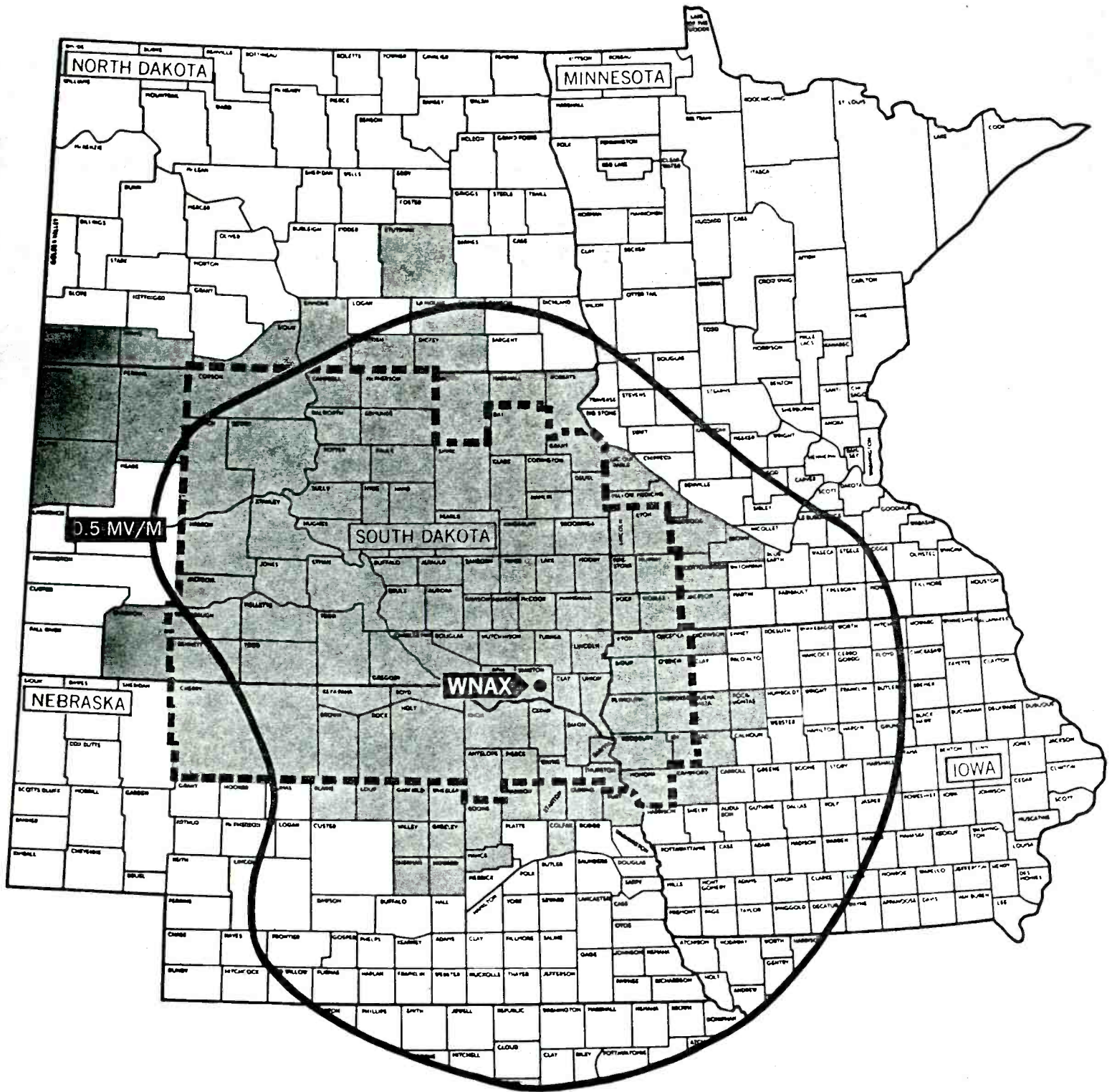
WNAX-Radio NCS '61 Area

Population - 1/1/66 . . . . .	1,414,100
Radio Homes - 1/1/66 . . . . .	394,200
Passenger Cars - 1/1/66 . . . . .	599,900
Total Retail Sales - 1965 . . . . .	\$2,023,594,000
Automotive Sales . . . . .	362,901,000
Gross Farm Income - 1965 . . . . .	2,313,757,000

Source: SRDS estimates.

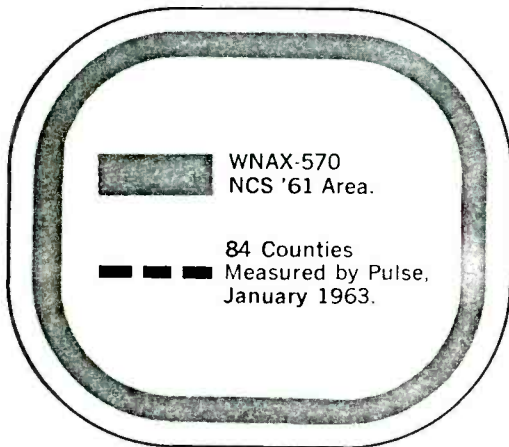






0.5 MV/M

WNAX



### WNAX-570 NCS '61 Area

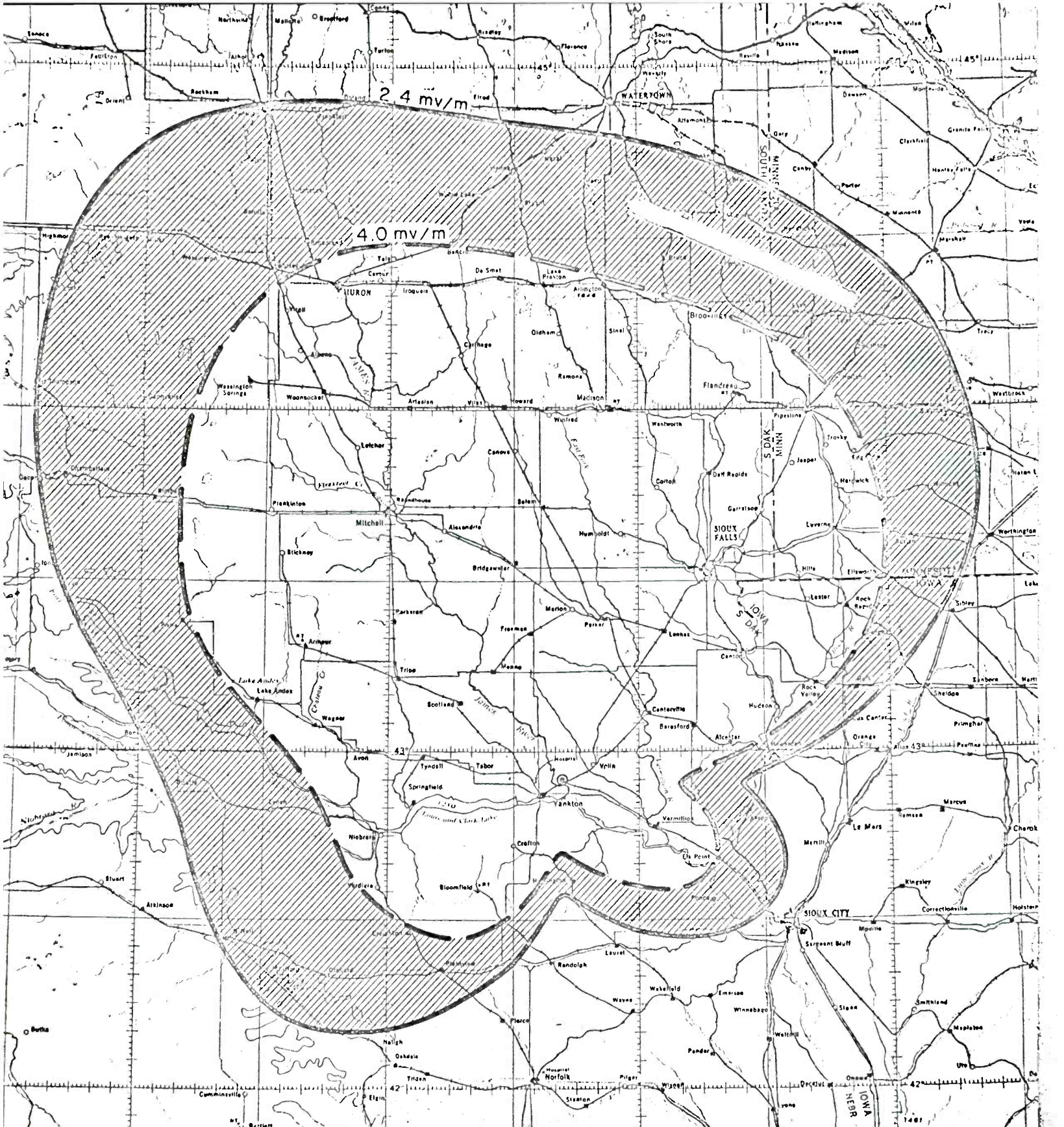
Number of Counties	125
Population—1-1-63*	1,422,200
Radio Homes—9-62**	395,730
Passenger Cars—1-1-63*	557,330
Consumer Spendable Income—1962*	\$2,282,892,000
Total Retail Sales—1962*	1,827,572,000
Gross Farm Income—1962*	2,115,073,000

\*SRDS estimates.

\*\*A. C. Nielsen Co. estimates.







POPULATION AND AREA DATA		
CONTOUR	POPULATION	AREA
2.4 mv/m	459,000	6,530 sq.mi.
4.0 mv/m	324,100	3,580 sq.mi.
Interference Area	134,900	2,950 sq.mi.
Nighttime non-interference contour - 2.4 mv/m		
Population determined using 1950 census figures		

**FIGURE 1**  
**PREDICTED NIGHTTIME CONTOURS**  


---

**WYAX 5 KW-U, DA-N 570 KC**  
**PEOPLES BROADCASTING CORP.**  
**YANKTON, SOUTH DAKOTA**  
 Prepared by  
*Lohnes and Culver* Washington 8, D.C.  
 February 1958





S M T W T F S

JAN.	1					
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEB.	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MAR.	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APR.	1	2				
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31

JUNE	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY	1	2				
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUG.	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEP.	1	2	3			
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCT.	1					
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOV.	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

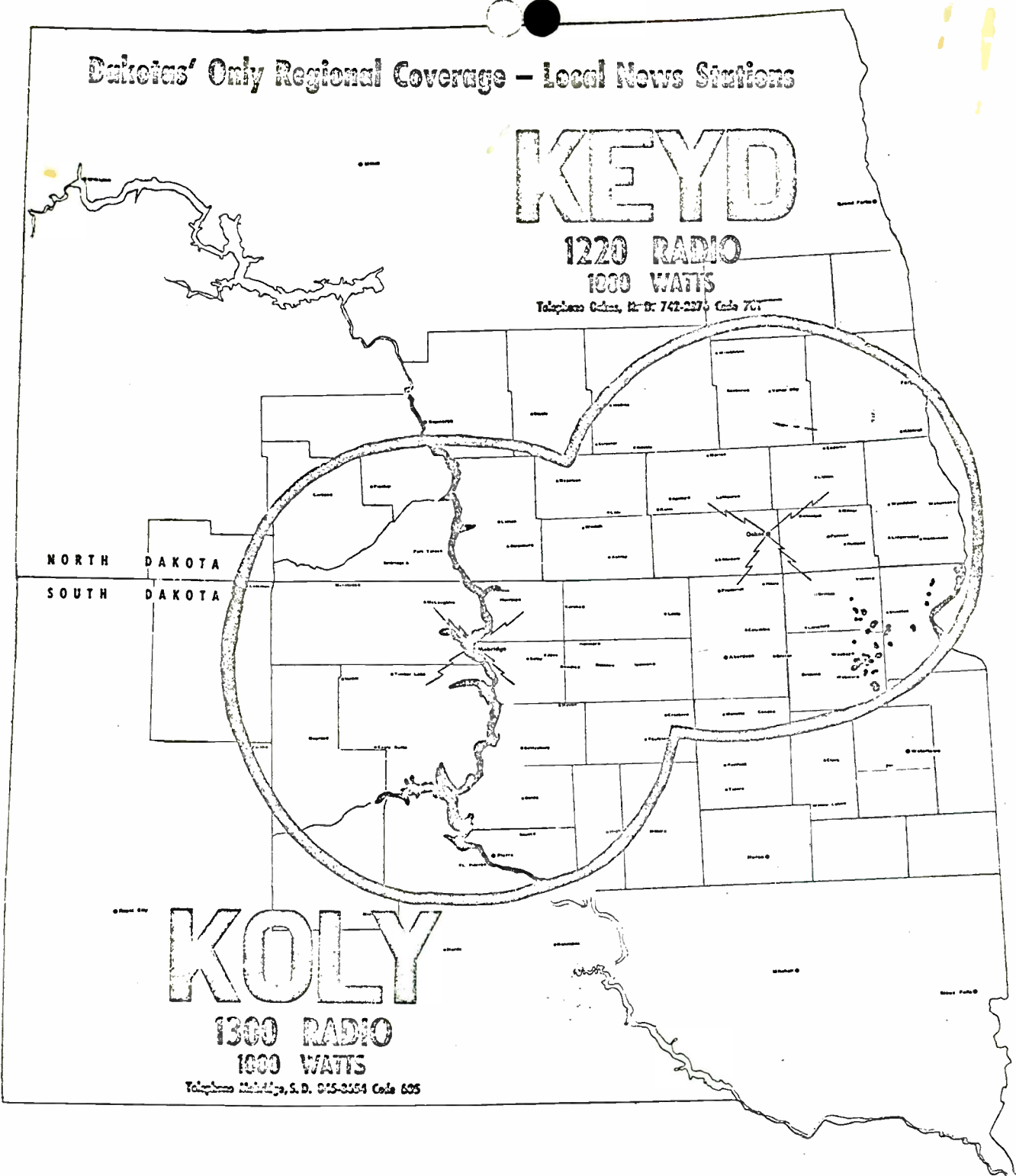
DEC.	1	2	3			
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# Dakotas' Only Regional Coverage - Local News Stations

# KEYD

## 1220 RADIO 1000 WATTS

Telephone Calls, R. D. 742-2370 Code 701



# KOLY

## 1300 RADIO 1000 WATTS

Telephone Calls, S. D. 015-3154 Code 605

S M T W T F S

JAN.	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31

FEB.	1	2	3	4		
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MAR.	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APR.	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26
27	28	29	30	31				

MAY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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SEP.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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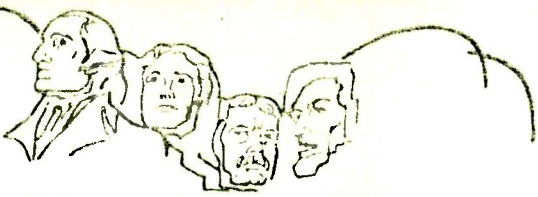
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NOV.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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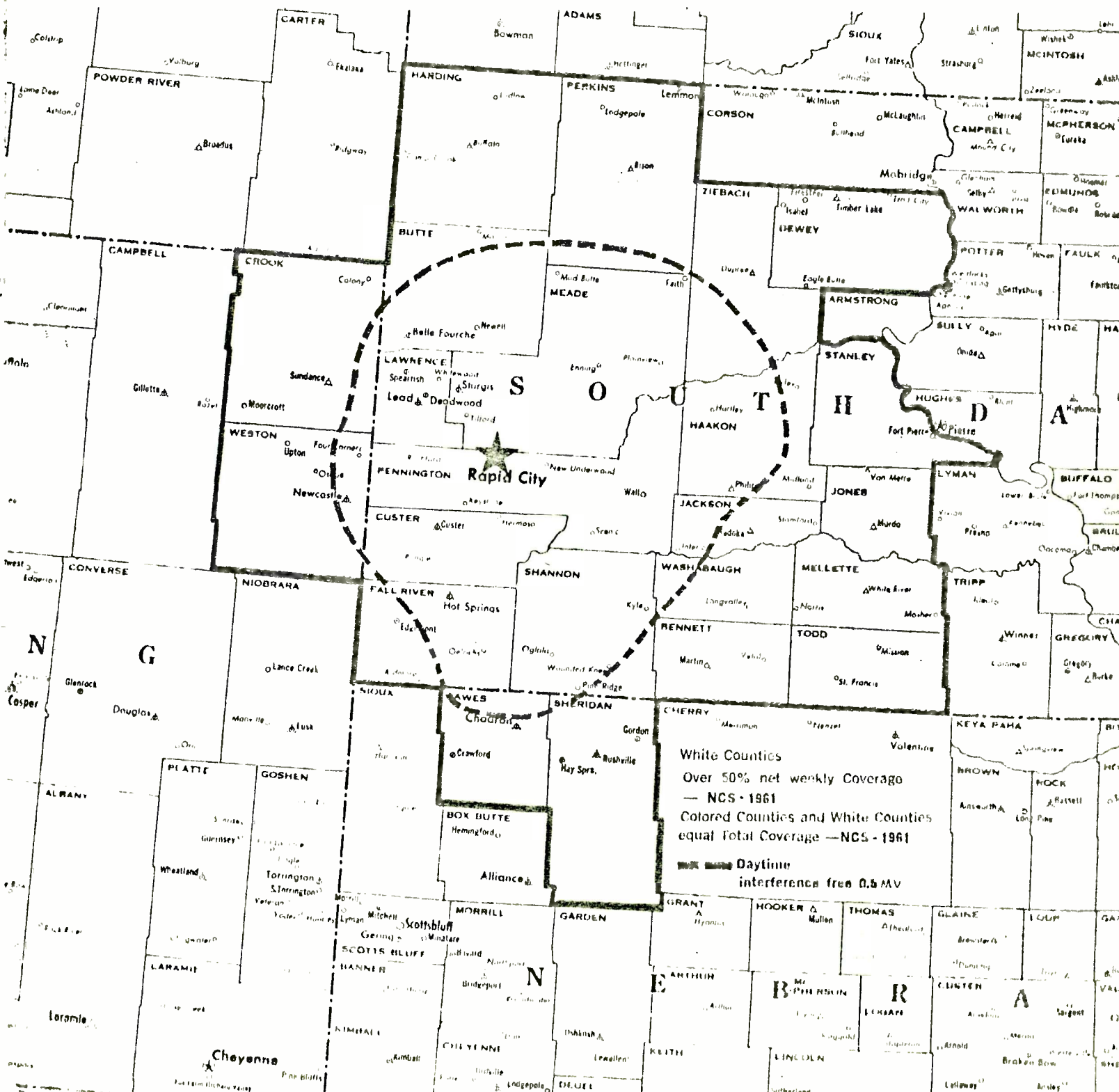
DEC.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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# KOTA RADIO

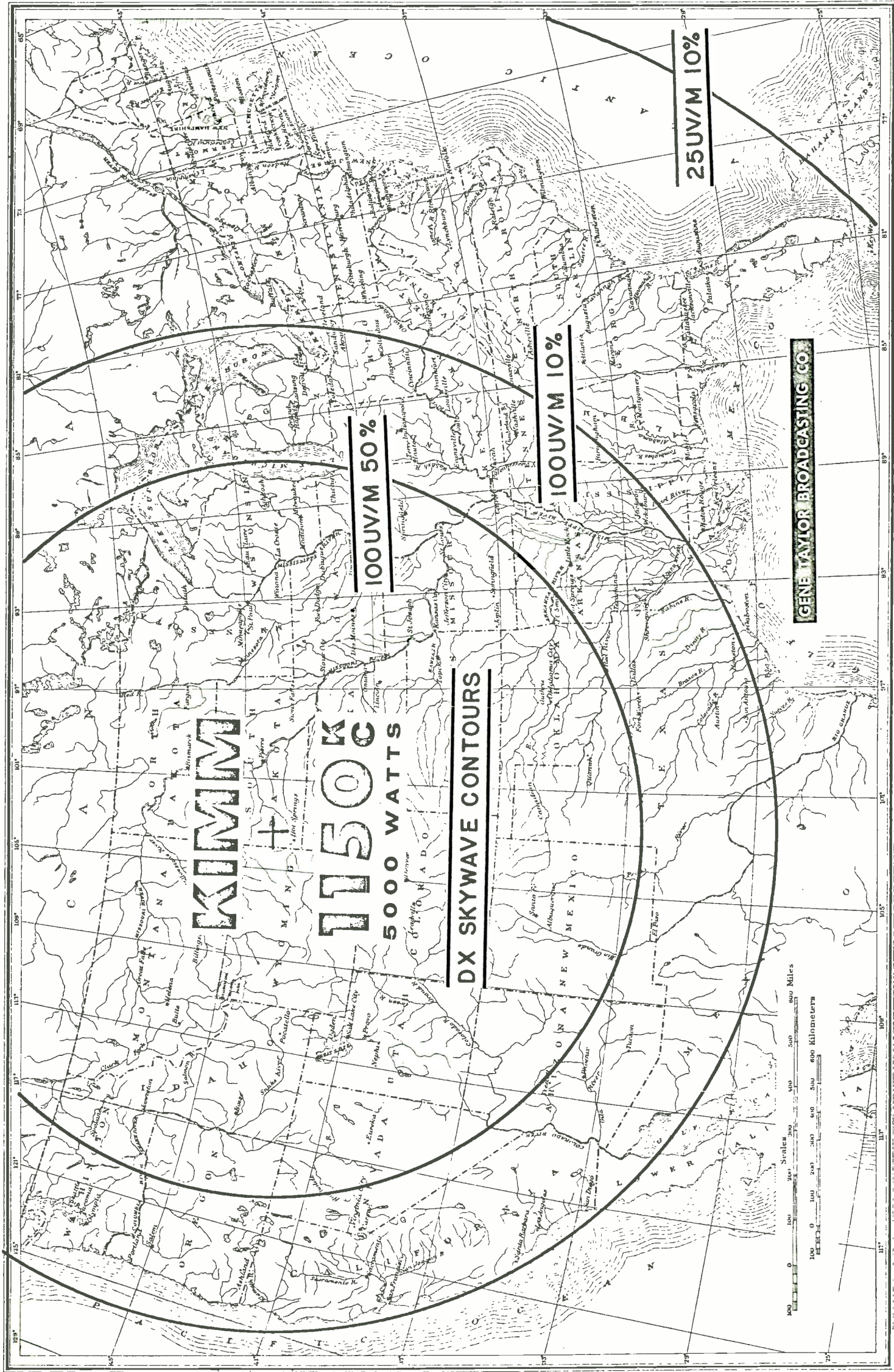


White Counties  
 Over 50% net weekly Coverage  
 — NCS - 1961  
 Colored Counties and White Counties  
 equal Total Coverage — NCS - 1961

Daytime  
 interference free 0.5 MV







**KIMM**

**1150K**

**5000 WATTS**

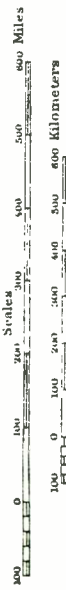
**DX SKYWAVE CONTOURS**

**1000V/M 50%**

**1000V/M 10%**

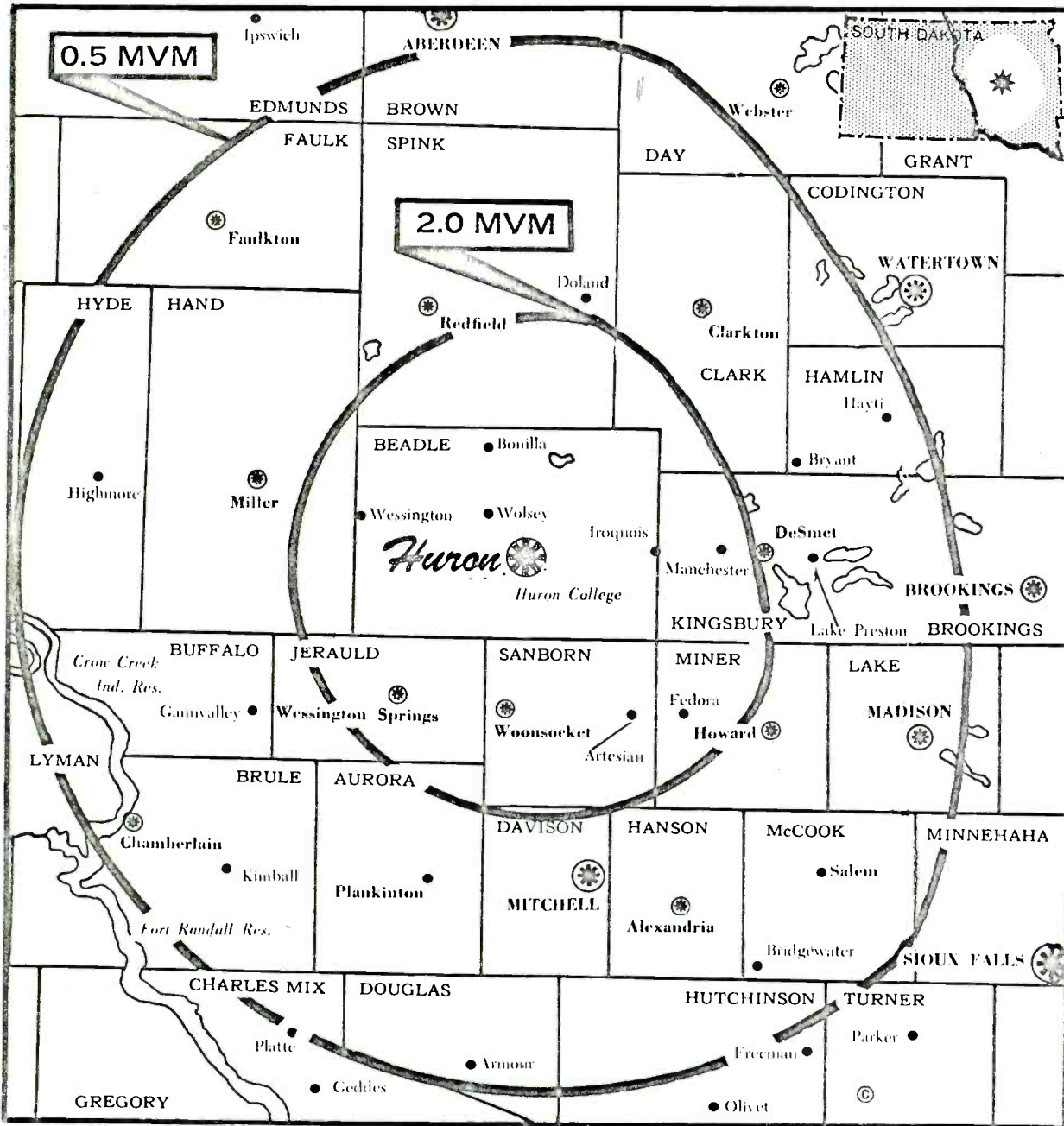
**250V/M 10%**

**GENE TAYLOR BROADCASTING CO.**









RADIO STATION

# KIJV

HURON, SOUTH DAKOTA

Fulltime service to the James Valley since 1947.

- \*Associated Press World News
- \*Complete Sports Coverage

# kijv

JAMES VALLEY BROADCAST COMPANY

Max F. Staley, President

Phone (Area 605) 352-2861

HURON, SOUTH DAKOTA

MARKET DATA:	2.0 MVM Coverage	0.5 MVM Coverage
Population . . . . .	54,800	144,100
Households . . . . .	16,040	42,460
Radio Homes . . . . .	15,100	39,960
Automobiles . . . . .	21,280	54,430
Spendable Income (CSI) . . . . .	\$ 85,293,000	219,072,000
<b>RETAIL SALES:</b>		
Food Stores . . . . .	\$ 11,502,000	32,188,000
Drug Stores . . . . .	\$ 1,700,000	4,909,000
Gen'l. Merchandise . . . . .	\$ 6,397,000	14,002,000
Apparel Stores . . . . .	\$ 2,707,000	7,567,000
Home Furnishings . . . . .	\$ 1,806,000	4,837,000
Automobiles . . . . .	\$ 11,074,000	31,895,000
Service Stations . . . . .	\$ 5,210,000	15,110,000
*Total Retail Sales . . . . .	\$ 61,689,000	166,931,000

FARM DATA:		
Farm Population . . . . .	21,400	63,200
Gross Income . . . . .	\$ 65,752,000	197,537,000

SOURCE: SRDS Consumer Data.

Prepared by Market Data Associates

# KIJV

HURON, SOUTH DAKOTA

1000 Watts Days / 1340 KC

250 Watts Nights / Mutual Network

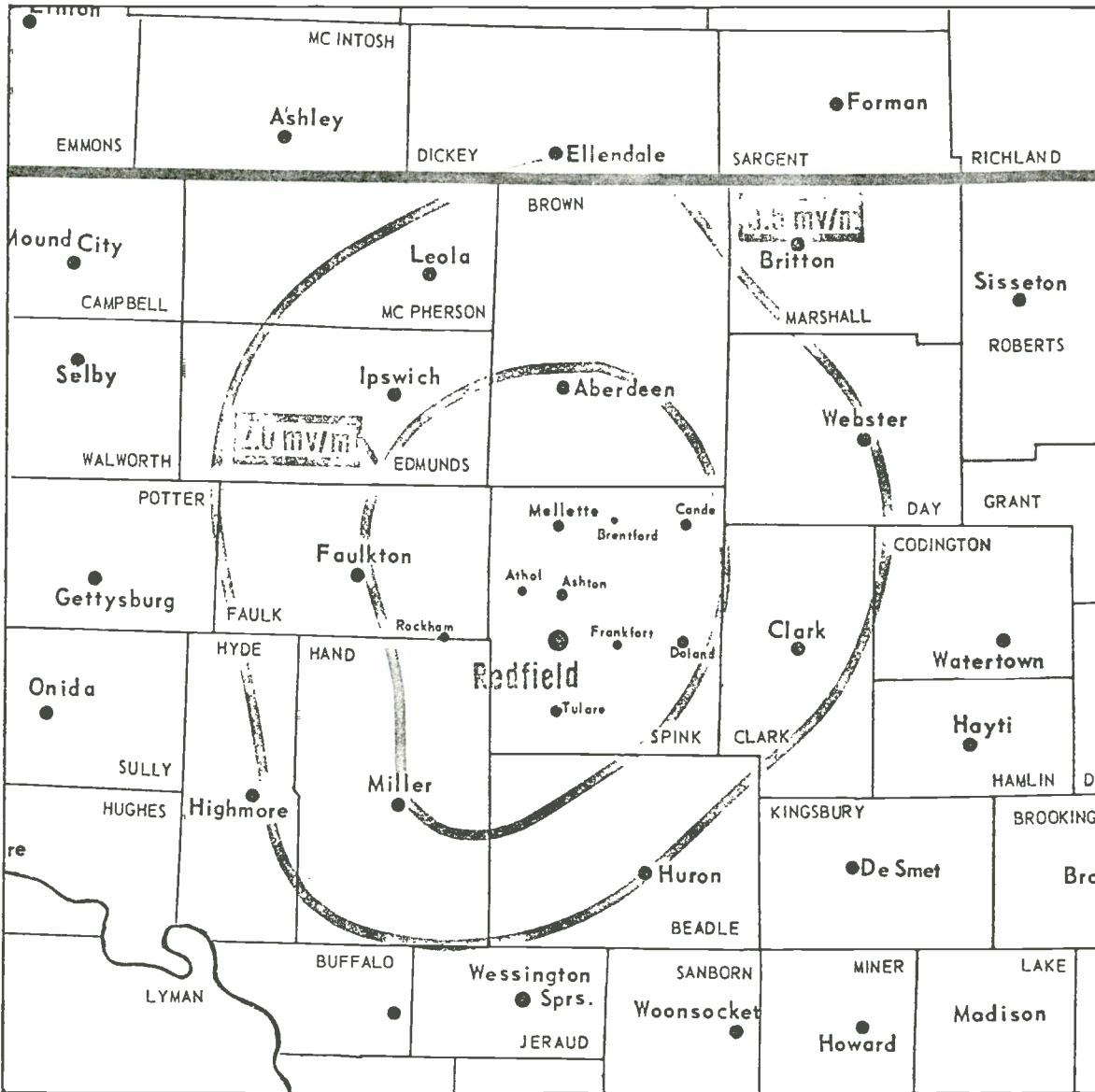
Nationally Represented by:

**DEAN & SLAUGHTER, INC.**

New York, Chicago and Minneapolis



# THE BEST IN SOUND FOR MILES AROUND!



## KFCB

Owned and Operated by The  
Victoria  
Broadcasting System  
Law Building  
P.O. Box 588  
Redfield, South Dakota  
Telephone: 170

### 1380 KC

### 500 WATTS

Serving Central South Dakota  
From



The Pheasant Capitol  
of  
The World



Market Data & Contours  
**CERTIFIED BY**  
Continental Broadcast Service  
8135 24th Ave. No.  
Minneapolis 27, Minn.

# K F C B

## RADIO

### MARKET DATA

	Within 2.0 mv/m Contour	Within 0.5 mv/m Contour
Total Population	42,638	103,697
Total Households	12,165	30,201
Consumer Spendable Income	\$26,414,000	\$193,632,000
Retail Sales	\$88,230,000	\$134,723,000
Food Sales	\$ 9,320,000	\$ 25,734,000
Drug Sales	\$ 1,747,000	\$ 4,226,000
General Merchandise	\$ 8,942,000	\$ 14,299,000
Apparel Sales	\$ 3,381,000	\$ 6,692,000
Home Furnishings Sales	\$ 2,764,000	\$ 5,187,000
Automotive Sales	\$11,352,000	\$ 24,391,000
Filling Station Sales	\$ 3,680,000	\$ 8,354,000
Total Automobiles	11,160	38,690
Total Farm Population	11,670	34,180
Total Farm Income	\$42,900,000	\$ 99,836,000
Homes with AM Radio	12,010	29,599

Sources: U.S. Dept. of Commerce, U.S. Dept. of Agriculture; State Automobile Registrations; SM Survey of Buying Power.



