

KBTR

DENVER'S ALL AMERICAN

Radio



A

PRESENTATION



KBTR

PROGRAM SCHEDULE

Monday-Friday

6:00 AM

Dan Clayton
Show



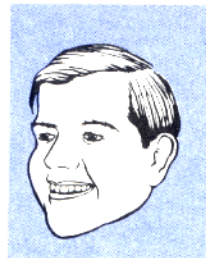
10:00 AM

DON MCNEIL
Breakfast Club



11:00 AM

Dale Dormann
Show



3:00 PM

Johnny Mitchell
Show



6:00 PM

ABC Radio News
Edward P. Morgan
KBTR News Special
Paul Harvey
Alex Drier
Tom Harmon Sports
Bob Considine

7:00 PM

Bud Ballou Show

Bud Ballou

all night long...

Tod Wallace

Saturdays

6:00 AM

Bill Fortune Show

10:00 AM

George Michael Show

1:00 PM

Johnny Mitchell Show

6:00 PM

ABC Radio News

6:30 PM

Bud Ballou Show

Sundays

6:00 AM

Sunday in Denver

10:00 AM

Jerry Castro Show

12:00 N

Dan Clayton Show

6:00 PM

Johnny Mitchell Show

...and...54 news programs every day! 78 news programs every weekend! ...on KBTR Denver

**A
PORTFOLIO
OF**

KBTR

ALL-AMERICANS



...another ALL AMERICAN

PROFILE



KBTR

DAN CLAYTON

Dan Clayton traveled more than half-way around the world before joining the other All Americans on KBTR. Born in the Bavarian Alps, Dan's parents brought him to the American "Alps" in Washington state at the start of the War.

Dan's first taste of radio came while he was in the Navy, later in San Diego, and Las Vegas.

It took Denver a hundred years to grow from a small mining community to the 24th city it is today...in just ten years Denver developed a truly cosmopolitan atmosphere and attitude. Dan Clayton, with his world-wide background speaks the right language for the new generation on his early morning show on KBTR.



Dan Clayton

...another ALL AMERICAN

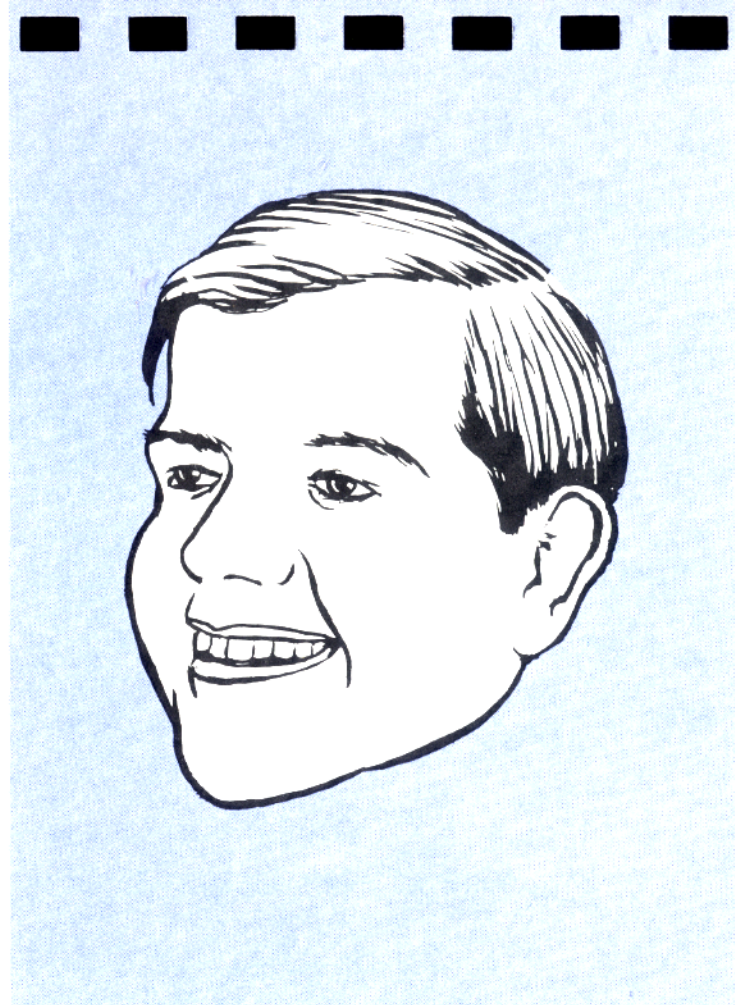
PROFILE

The logo for KBTR is displayed in a stylized, outlined font. It is set against a background that mimics the American flag, with a blue field on the left containing the letters and horizontal red and white stripes on the right.

KBTR

DALE DORMAN

Would you believe Homer, New York...in up-state New York?...Dale has some trouble in finding people who will believe that he was born in this hamlet, and just about as many people who will believe that he **does not** ski! But, at 23, KBTR's newest All American speaks the language of the tween-ager..he should, after all he belongs to the group. Dale, with skill and dexterity that belie his years, handles the important 3-6 PM time period and manages, while appealing to the interests of different listeners, to somehow reach the common denominator. Dale Dorman, the newest All American, recreates the excitement of the bazaar ...the environment of all good selling.



Dale Dorman

...another **ALL AMERICAN**

PROFILE



KBTR

JOHNNY MITCHELL

Johnny is a Denver old timer who just “naturally” settled in Denver following four years in the service as an instructor in swimming and in various aircraft units.

Following another few years with an organization programming some sixteen radio stations, Johnny came to KBTR where his show reflects his adventure background, recreating the sights and sounds, the soul and the excitement of the city he loves.

His three hours every day attract and keep all age groups...for the older, he gives memories, for the younger, action as modern as the minute they hear him.



Johnny Mitchell

...another ALL AMERICAN

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KBTR

BUD BALLOU

Bud, although still under 25, has two children and is settled down in Denver to stay. He got his start in radio "back East" after attending Syracuse University where he majored in dramatic arts. Bud has had television experience too, and it has given him the master's touch of "show biz" so evident on his KBTR show aired from seven to midnight.

Bud, with the little spare time he has, likes water skiing and flying, two hobbies he uses in his Boy Scout work.



Bud Ballou

...another **ALL AMERICAN**

PROFILE



KBTR

EV WREN

KBTR General Manager Ev Wren has spent twenty years in broadcasting and now heads up one of the unique radio stations in the country.

Ev owned and operated his own advertising agency in Denver for a number of years, then founded his own radio/TV production company.

Ev developed Formatic radio, in use now by over a hundred radio stations, worked with the Modernnairs, and produced the "radio a la carte" service for Mark Century.

KBTR's General Manager was production manager for WMCA when he first entered radio property management with WOLF in Syracuse. Later he headed up a six station chain.

Born in Steamboat Springs, Colorado, Wren is a well known skier, golfer and flyer. He is the father of four boys, a graduate of Denver University, and a respected member of the community.



Ev Wren

KBTR

NEWS

30 NEWS PROGRAMS EVERY DAY

48 BANNERLINE NEWS REPORTS

24 MOBILE REPORTS

PLUS

The world-wide news facilities
of the American Broadcasting
Company

- Paul Harvey
- Edward P. Morgan
- Alex Drier
- Tom Harmon
- Bob Considine



EFFECTIVE MASSIVE MERCHANDISING WITH A REACH

FULL CYCLE SELLING

There is no radio station in the Western United States so set up in depth to do a full cycle selling job for any advertiser as is KBTR. This All American radio station firmly believes that its purpose is to create ideas which will motivate people to buy goods and services. To this end, its entire staff is oriented to creating selling ideas.

With the full facilities of the Mullins Broadcasting Company behind your radio advertising schedule, you can be sure of the big reach in the central Colorado market.



- ★ PREMIUMS
- ★ POINT OF SALE PLANS
- ★ CONTESTS
- ★ TELEVISION
- ★ MARKET STUDIES
- ★ OUTDOOR POSTERS
- ★ COMPLETE ART STUDIO
- ★ PRODUCTION STUDIOS
- ★ SPECIALIZED MAILINGS

KBTR

Coverage in depth of America's 24 radio market

Denver got its start over one hundred years ago when a band of Cherokee Indians, headed for California, found gold in Ralston Creek. It was the magic touch needed ... from a small settlement, to a mining community, to the truly cosmopolitan city of today ... the lure of gold set the pace, the vigor of newcomers sustained it.

Today, more than twenty cities and towns make up the greater metropolitan Denver area ... thousands enjoy uniquely different suburban living, mere minutes from jobs, recreation, educational and cultural interests.

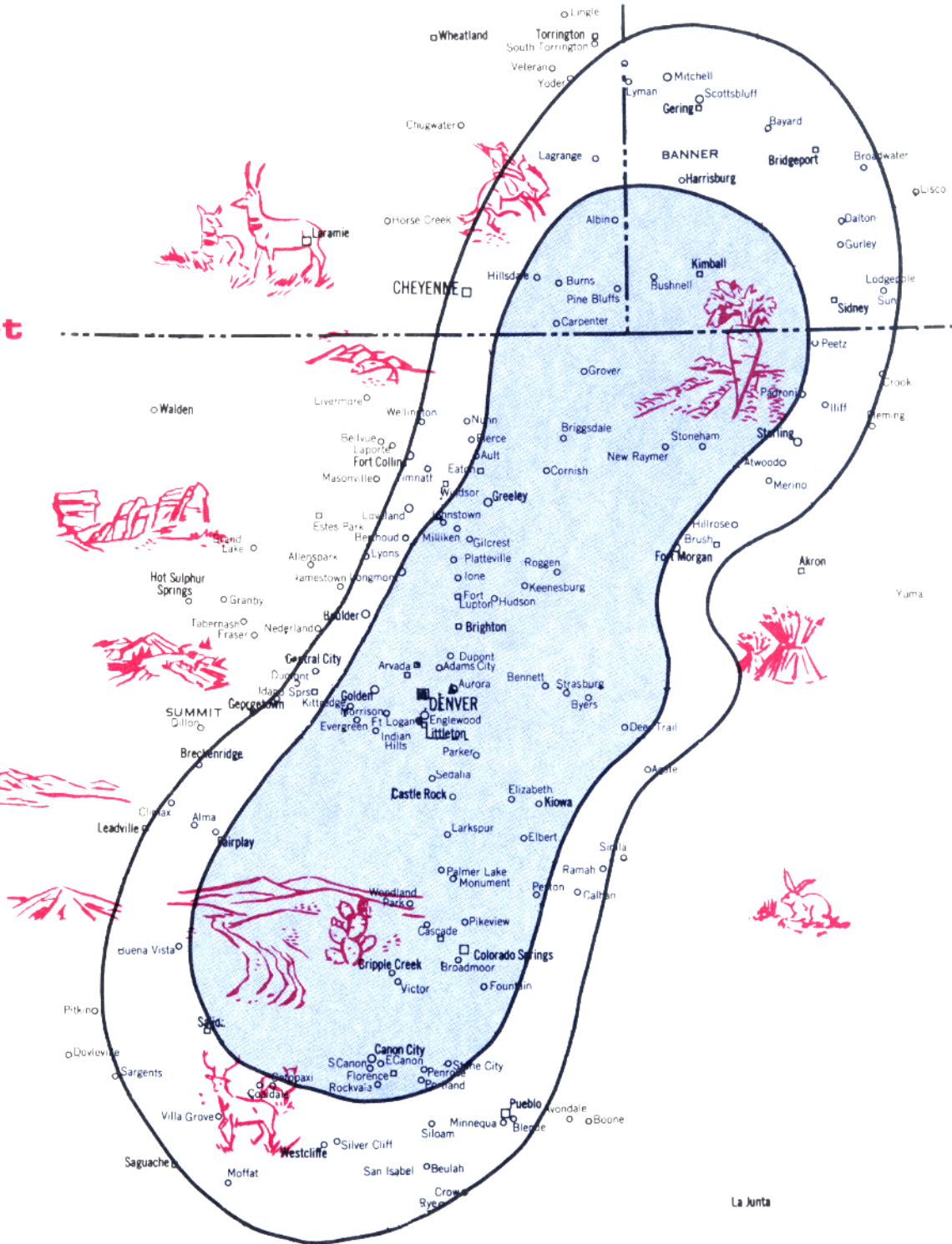
Renowned now for its excellent weather, Denver has an extremely economic climate as well. Over 1,500 manufacturers are here, and Denver is widely known as an international marketing location and financial nerve center.

Over a million people call Denver home, with 350,000 homes in the area, over 17% of them reporting incomes of \$10,000 and 11% reporting incomes in excess of \$15,000.

Here on the front range of the Rockies, the beauty of the Old West is blended with the cosmopolitan life of one of the nation's most beautiful areas. Really, the one spot in the nation, truly "America the Beautiful."

5,000 WATTS

24 HOURS A DAY





**A STATION IS KNOWN
BY THE COMPANIES
IT KEEPS**



KBTR

AUTOMOBILES

Chevrolet
Ford
Plymouth
Buick
Cadillac
Oldsmobile
Pontiac
Rambler

BANKS

Bank of Denver
Central Bank & Trust
Lakeside National
First National Bank

DRUG STORES

Republic Rexall
Yarborough Drugs
Skaggs Drugs

DRUG PRODUCTS

American Home Products
Bronztan
Coppertone
Lustre Creme
Cover Girl
Old Spice
Vicks
Wildroot
Noxema

DEPARTMENT STORES

The May Company
Howell's
Fashion Bar
Denver Dry Goods
Neusteters
Joslins
Montgomery Ward
Sears Roebuck
Gano-Downs
J. C. Penney

A STATION IS KNOWN BY THE COMPANIES IT KEEPS

BEVERAGES

Coca Cola
Pepsi Cola
Dr Pepper
Duffy's Drinks
Denver Beer
Hi-en Brau
Schlitz
Hamm's
Budweiser
Canada Dry
Like
7-Up
Squirt
Vernor's
Colt 45
Hi Brau Beer

FOOD STORES

Safeway
National
King Soopers
Red Owl
7/11 Stores

FOOD STORE PRODUCTS

Rainbo Bread
Rosarita Foods
Loma Linda Foods
G&W Sugar
Foster Frozen Foods
Wrigley's
Dentyne
El Molino Foods
Vemp Flour

SHOPPING CENTERS

Brentwood
Villa Itallia
University Hills
Lakeside
Hoffman Heights
Cherry Creek
Westland

TOBACCO PRODUCTS

Winston
Salem
Marlboro
Tarreyton
Lucky Strike
Camels

RESTAURANTS

Le Profile
Lafittes
Scotch & Sirloin
McDonalds
Griff's
Shakey's Pizza
Pizza Oven

HOME BUILDERS

Colorado Mountain Estates
Magnuson Homes
Perl-Mack Homes
Wood Brothers Homes
Witkins Homes

DIVERSIFIED CUSTOMERS

Firestone
Goodyear
Goodrich
Bulova Watches
Kinney Shoes
Colorado Potato Growers
Colorado Milk Producers

the ADVERTISING RATES

NATIONAL AND LOCAL RATES THE SAME

THE CLASSIFICATIONS

AAA	MON-FRI	6:00 AM-9:15 AM 4:00 PM-6:30 PM
AA	MON-FRI	9:15 AM-4:00 PM
A	SAT-SUN	6:00 AM-6:30 PM
B	MON-SUN	6:30 PM-12 MID

THE BASE RATES

<u>PER WEEK</u>	<u>AAA</u>	<u>AA</u>	<u>A</u>	<u>B</u>
1	25	20	17	14
6	22	17	14	12
12	19	14	11	10
18	16	11	8	7
24	14	9	7	6
36	12	7	6	5

THE ANNOUNCEMENTS

60 seconds.....The base rate
 30 seconds.....60% of the base rate
 10 seconds.....40% of the base rate

THE TOTAL AUDIENCE PLANS

Distribution:	<u>PLAN I</u>	<u>PLAN II</u>	<u>PLAN III</u>
AAA	4	6	9
AA	10	12	18
B	4	6	9
		<u>60's</u>	<u>30's</u>
PLAN I	18 times per week	\$160	\$100
PLAN II	24 times per week	190	120
PLAN III	36 times per week	230	140

THE NEWS CASTS

AAA The base rate plus \$10 per unit
 AA & A The base rate plus \$7 per unit
 B The base rate plus \$4 per unit
 Bannerline The base rate plus \$1 per unit

THE DISCOUNTS

60 and 30 second announcements – All time periods combine for frequency discounts.
 Minimum rate holder – five announcements weekly.
 Consecutive week discounts: 5 weeks – 5%
 13 weeks – 10%
 26 weeks – 15%
 52 weeks – 20%

1089 BANNOCK STREET
 DENVER, COLORADO
 (303) 266-3601

