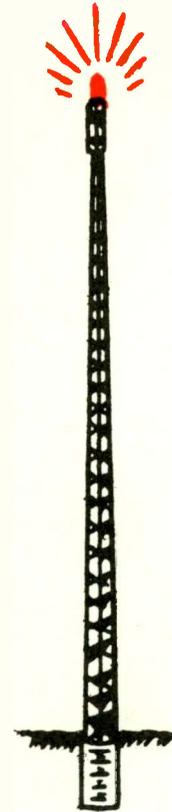


WE ADVERTISE



"SHOP AT THE STORE WITH THE MIKE ON THE DOOR"



**K
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K P C R

1530 KC

1000 WATTS (250 CH)

BOWLING GREEN, MISSOURI

servicing

**THE HEART OF THE MIDWEST"
SINCE 1966**

"KPCR COUNTRY" That's what we call it. During our brief history we've captured the hearts and loyalty of tens of thousands. A day-timer with 1000 watts power serving the prosperous, growing area centered around Pike County, Missouri. Just 90 miles from St. Louis in the fertile Mississippi valley area of Northeast Missouri.

The person to person, informal approach used by our air personalities may be what prompted upwards of 25,000 people to enter a contest staged in places of business in three towns with combined populations of about 10,000 people.

It may be the strong C & W flavor of our music which encouraged a sponsor to write, "Our business has increased 50%, the increase can be traced directly to our ads with you. Keep my ad on the C & W portion".

It may be our complete involvement in community affairs which brought a letter from the bloodmobile chairman giving us credit for exceeding the blood donor quota of the county for the first time in history.

It may be our complete coverage of local affairs which brought a letter from eighty miles away, asking for a schedule of our newscasts so that a former resident of Bowling Green could remain informed. Many similar letters are received regularly.

It may be the convincing appeal of our commercial messages that caused one sponsor to provide 11,000 hot dogs in a three day promotion which brought people from many miles around. **KPCR** was the only radio. A weekly newspaper in the town of 2600 was the only other medium used.

What it really is, is grass roots radio! Radio local people can listen to and believe in! As one local advertiser said, "If you don't want everyone in three counties to know you've got a cold, don't sneeze over KPCR".

Actually our influence extends over many, many counties in Missouri and in Illinois.

Don't ask us for the results of an impartial survey, we can't afford one. We tried our own survey but it could hardly be called impartial. Here's a typical conversation with General Manager, Paul Salois, calling numbers picked at random in local phone books.

Voice: "Hello"

Paul: "How do you do Ma'am, we're conducting a survey in this area to find out what station people listen to, and ----"

Voice: "Oh, it's you Paul. Well, I haven't been listening the last few minutes. I was downstairs putting clothes in the drier. Sorry. Oh, by the way, how come I didn't hear Joe on there Sunday, was he sick? How come you guys don't play more Loretta Lynn, etc., etc."

No, Paul doesn't know her, but she knows him and Joe and Steve and the others and that's what counts. Thousands of people who get familiar with you and feel like they are personal friends.

That's our kind of audience! That's our kind of radio! That's KPCR!

OUR LISTENERS:

- ☆ Numbered about 45,000 after only 1½ years on the air.
- ☆ Have over \$90,000,000 to spend each year.
- ☆ Have 1.35 cars per household.
- ☆ Are heavy listeners, average audience at any given minute 10,000.
- ☆ Are mostly Tween-agers, (between 18 and 49) the heaviest spenders of all.
- ☆ Own over 60,000 radios.
- ☆ Are farm oriented, about one out of five lives on a farm.

**Estimates based on
listener response
to promotion**



KPCR's "TYPICAL DAY" FORMAT

MONDAY THRU SATURDAY:

Country & Western

6:00 AM to 10:00 AM
12:45 PM to 2:30 PM
4:30 PM to 6:00 PM

Adult Modern:

10:00 AM to 12:00 Noon
2:30 PM to 4:30 PM

News Format:

Headlines on the half hour.
Five minute national & local news on the hour.
Morning summary 7:00 AM to 7:30 AM.
Noon news summary 12:00 to 12:30 PM
Farm market reports are included in morning and
noon comprehensive newscasts and special market
reports are carried at 9:30 AM and 4:30 PM.
Wall street markets at 4:30 PM

Programs:

Public Information interviews 12:30 to 12:45 PM
Audience participation program 10:00 to 11:00 AM
(local sponsors only)

SUNDAY:

Sign-on to 12:00 Noon

Local Church Programs and recorded
Gospel music exclusively

12:00 Noon to 3:00 PM

Country & Western and Easy Listening Music

3:00 PM to 4:30

The Sound of the Big Bands

4:30 PM to Sign-off

Requests

I was pleasantly surprised to hear a station that allowed both sides of a political issue to be discussed openly and freely without any attempt to suppress or exalt either side. Also you put forth no propoganda, nor made any attempt to slant listener's views one way or other. This is something Northeast Missouri has needed for a long, long time.

Hannibal, Missouri

Thank you so much for letting the 4-H boys and girls broadcast on your station during National 4-H Club Week. You have been doing a wonderful job with the youth since you started the station.

President, Pike County 4-H Council

We very much indeed appreciated the help you gave us in recruiting donors for the American Red Cross Bloodmobile when it was in Vandalia, Wednesday. Your coverage was the one additional medium we used and while I hesitate to say it was solely responsible for the gain in donors, 82 units last year, and 117 this year, I am inclined to think your publicity was extremely valuable in registering that gain.

Vandalia Chapter, Red Cross

From an advertiser:

The next time someone is up this way, I would like to make some changes in my ad. It has increased business 50%. So I am very happy, also all of us here at -----are great fans of the late and great Jim Reeves, OK?

I listen when I can. That's before school and after I get home. I like the country music you play and my mother would like you to play a waltz once in a while. I like all the bull you put out. I also like all the bull Quiz Kid puts out. Please play "Chubby" by the Geezinslaw Bros. just after the expanded morning report.

A Vandalia Listener

Mary Anne and I sure wanna thank you in a big way for dedicating the record for us this morning. We are not letting the strike mar our happiness for this our anniversary. We are being congratulated all over town.

Louisiana, Missouri

You said you would help anyone with a problem. Please tell on your morning program where I can get pigeon milk and if it is pasteurized. Thanks.

Bowling Green, Missouri

We wish to take this means of expressing our appreciation for the service you are rendering the agriculture producers of Pike County. This service has been needed for a long time and we are sure that we express not only our appreciation, but also the feelings of the other farmers in the county. The weekly interview with Thomas Sitton, our county office manager, and your announcements of ASCS activities are a needed service to the area. Again we thank you for these services being rendered and wish you success in your venture.

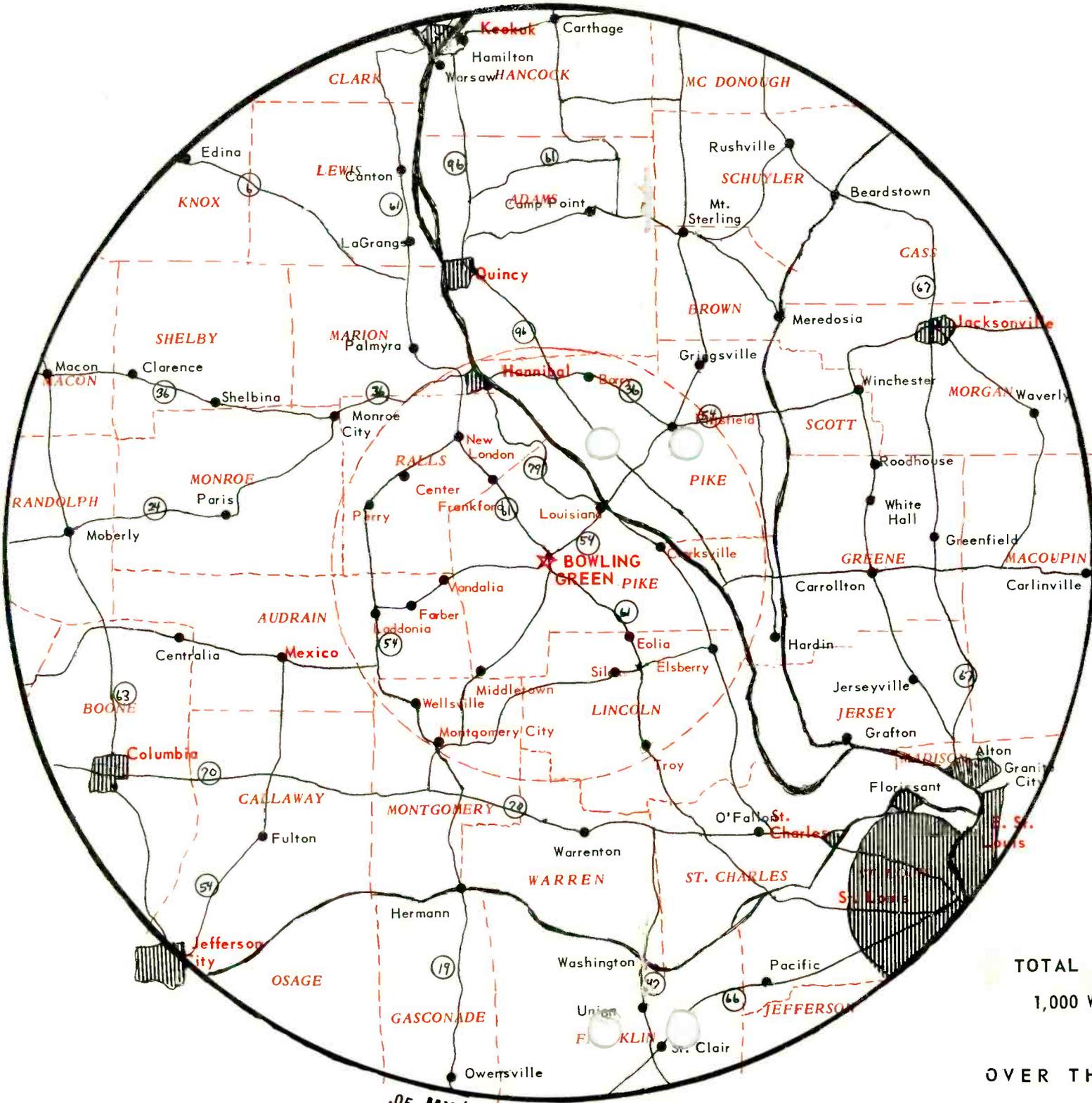
Pike ASC County Committee

PEOPLE WHO COUNT

servicing the farmer



COVER AGE LIKE A BLANKET



TOTAL POPULATION IN
1,000 Watt .05 MV/M
Area
OVER THREE MILLION



.05 MV/M