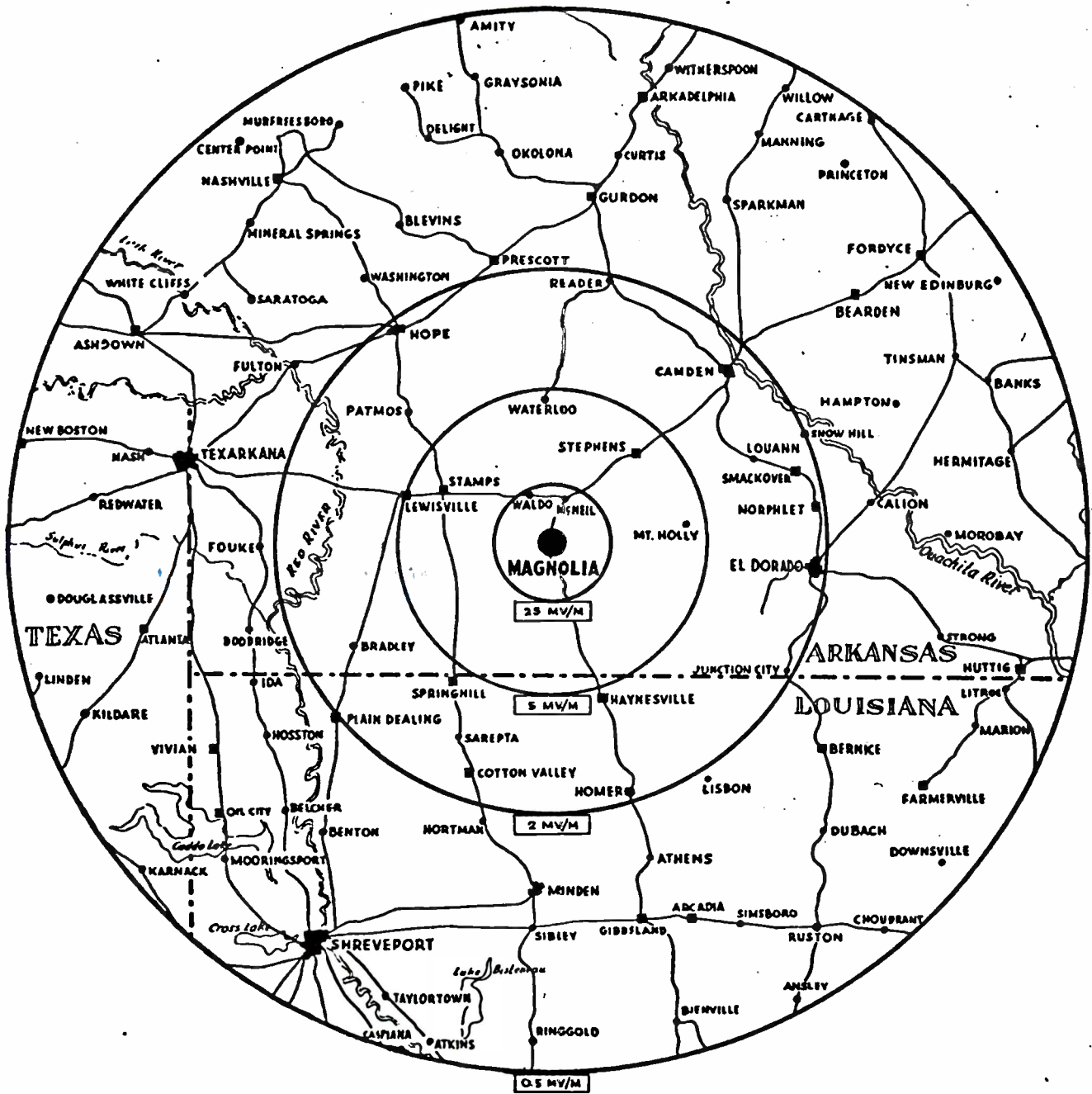


# KVMA

MAGNOLIA, ARKANSAS

630 KC

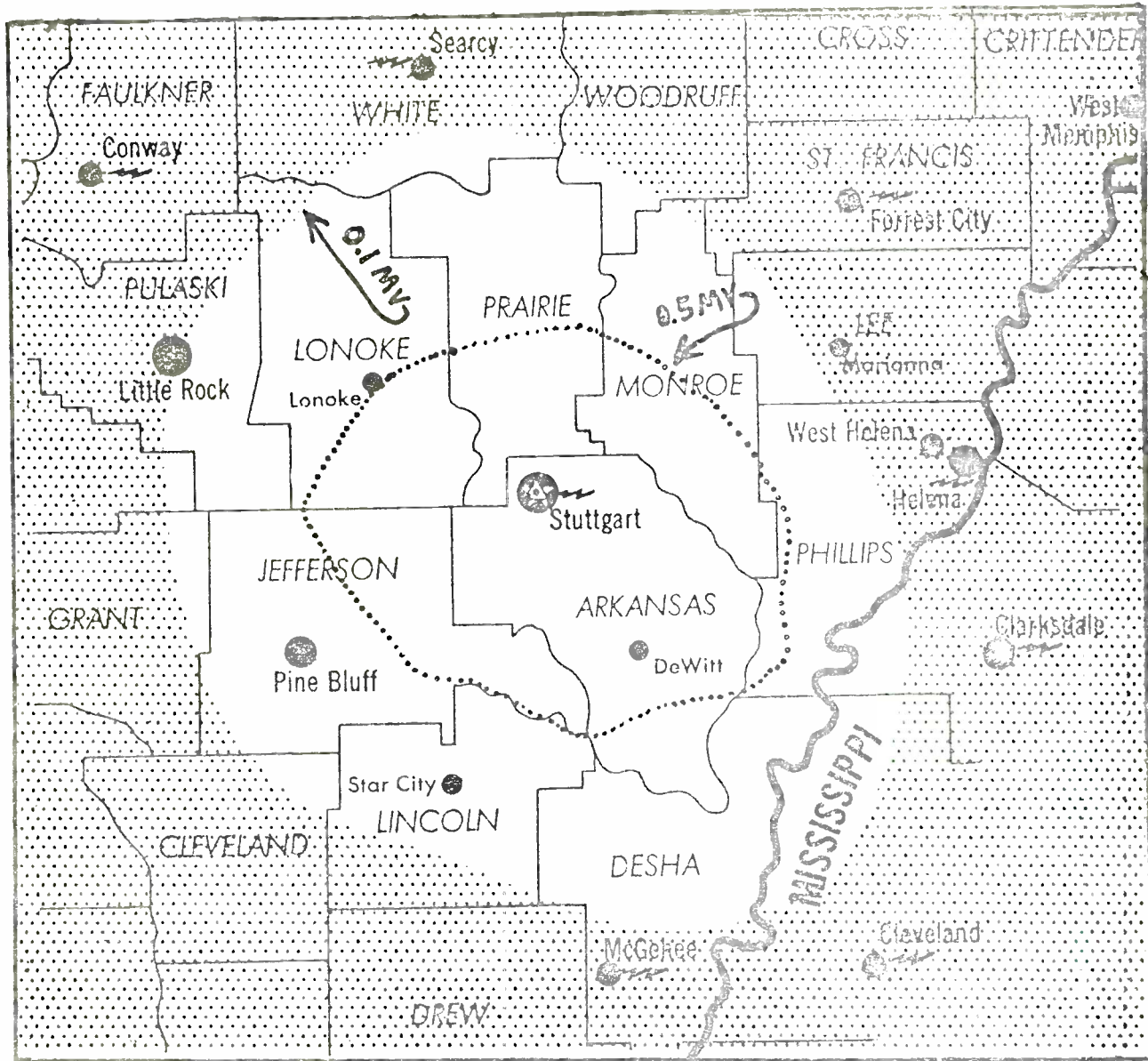
1000 WATTS





# Serving Arkansas' Richest Agricultural Area

FOR YEARS  
THE  
FAVORITE  
OF ALL AREA  
LISTENERS  
AND LOCAL  
ADVERTISERS  
**KWAK**  
Pays  
Off!



PREPARED BY RADIO, INC., 1956.

## 1956 DATA:

	Within 0.5 Contour	Within 0.1 Contour
Total Population	64,100	260,100
Total Families	18,010	73,100
Total Radio Homes	17,910	72,510
Total Passenger Cars	18,590	77,820
Consumer Spendable Income	\$73,871,000	\$275,909,000

## RETAIL SALES BREAKDOWN:

Food Stores	\$10,520,000	41,610,000
Drug Stores	\$ 1,510,000	4,030,000
Eat-Drink Places	\$ 1,730,000	7,010,000
General Merchandise	\$ 5,200,000	18,900,000
Apparel Stores	\$ 1,050,000	9,746,000
Home Furnishings	\$ 2,150,000	9,620,000
Automotive Stores	\$12,600,000	39,360,000
Filling Stations	\$ 8,860,000	11,785,000
Building Materials	\$10,150,000	22,280,000
<b>TOTAL RETAIL SALES</b>	<b>\$55,227,000</b>	<b>183,549,000</b>
<b>WHOLESALE SALES</b>	<b>\$24,830,000</b>	<b>93,480,000</b>

## FARM DATA:

Total Population	29,800	98,480
Farm Families	7,690	25,100
Farm Radio Homes	7,520	25,020
Gross Farm Income	\$56,094,000	\$153,268,000

# KWAK

THE VOICE OF THE GRAND PRAIRIE

STUTT GART, ARKANSAS

★Serving the Duck and Rice Capital  
of the World.

# KWAK

250 WATTS

1240 KCS.

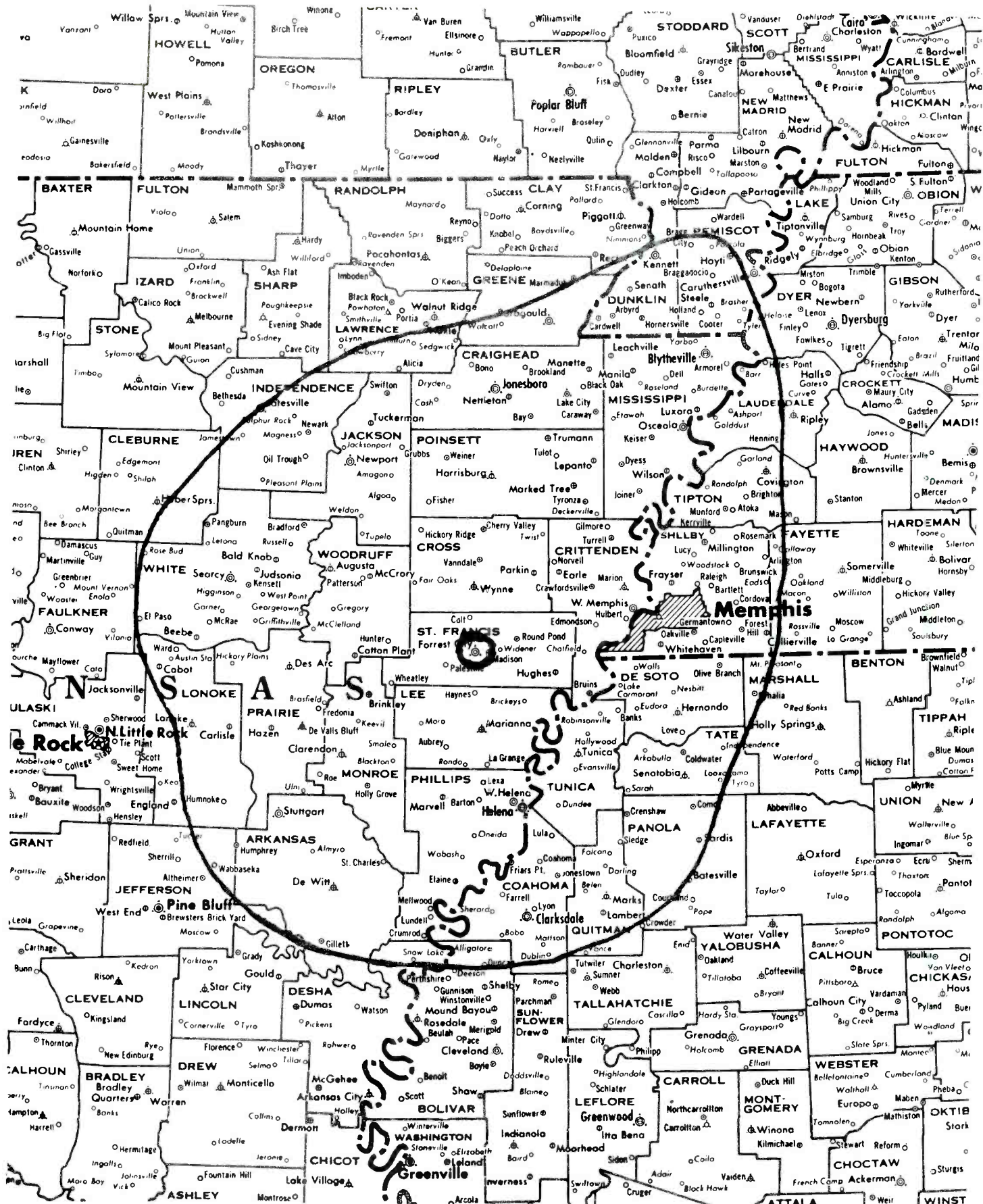
Melvin P. Spann, Owner-Manager

P. O. Box ~~907~~ 907

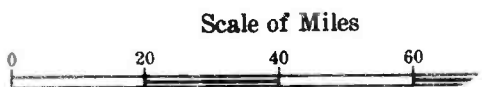
WALSH 2-5212

STUTT GART, ARKANSAS

REPRESENTED BY HIL F. BEST CO.



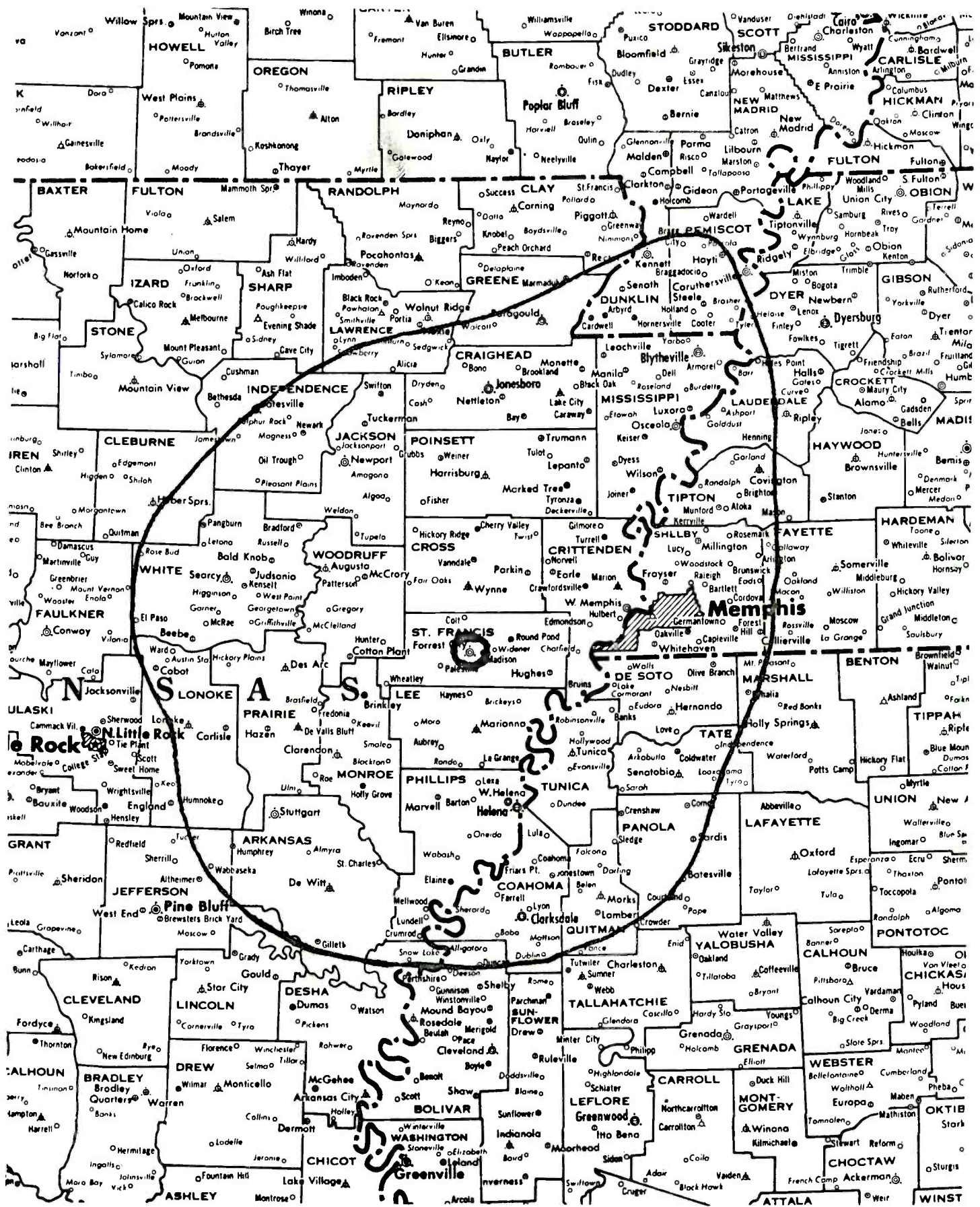
5000 WATTS  
950 KCS



K XJK .5 MV/M  
FORREST CITY, ARK.

WLS

MEASUREMENTS BY W. L. SMITH & RALPH J. BITZER 1960



5000 WATTS  
950 KCS

Scale of Miles



K X J K .5 MV / M  
FORREST CITY, ARK.

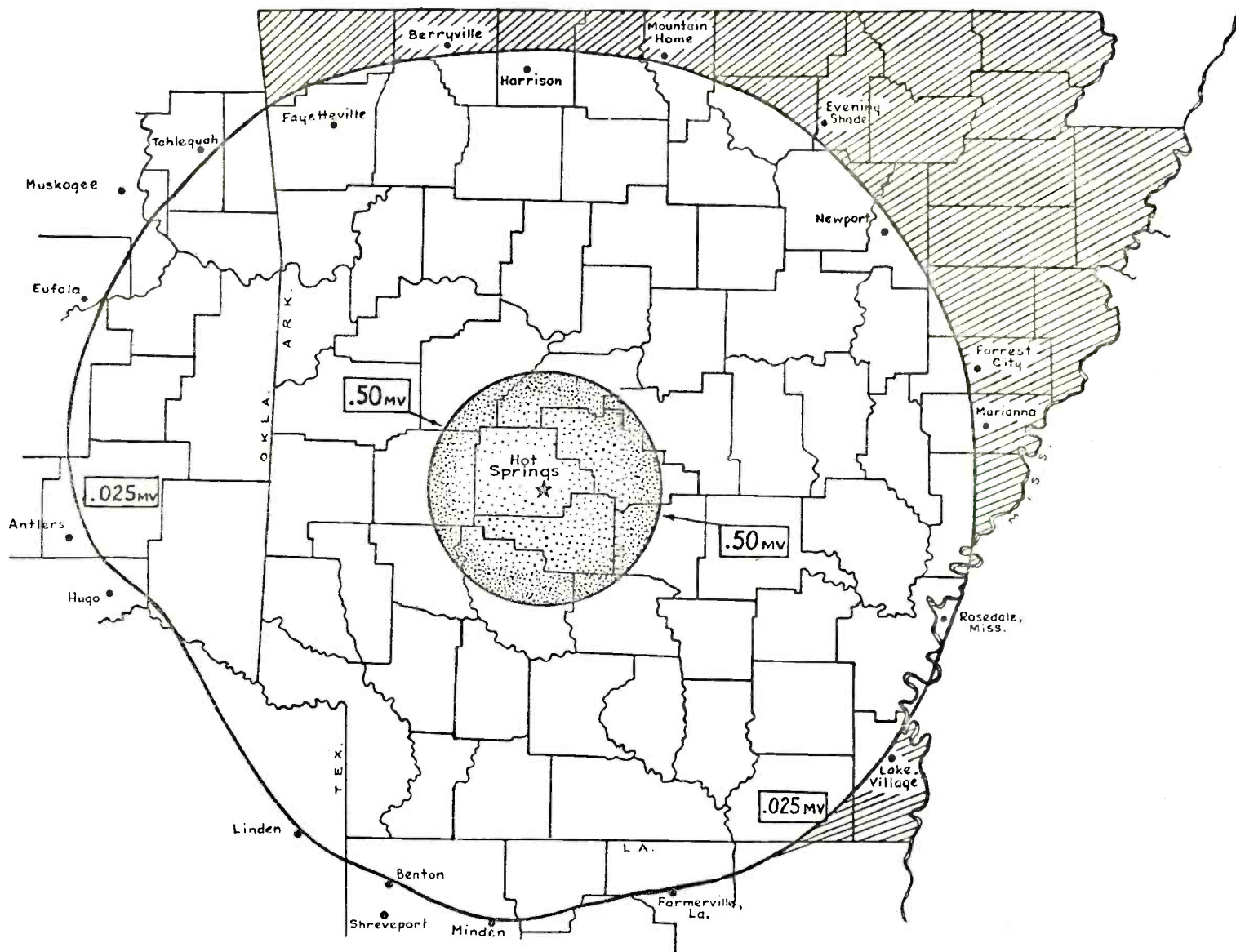
WLS

# The Voice of Arkansas

KXOW Covers . . .

58 Counties in Arkansas  
and  
Vast Areas  
of Oklahoma,  
Texas, Louisiana,  
and Mississippi

**1,756,200 PEOPLE**  
**Live, Work and Buy**



# 860 on the Dial

# KWDR

SERVING THE LAND OF PINES & PINK TOMATOES

## WARREN, ARKANSAS

- Serving More Than 26,800 Homes in our Primary Contour with Good Music—News—Sports and Farm Coverage.
- Retail Sales Exceeds \$78 Millions!
- Food Sales Alone Surpasses \$20 Millions!

860 KC — Strong Signal — More Sales!

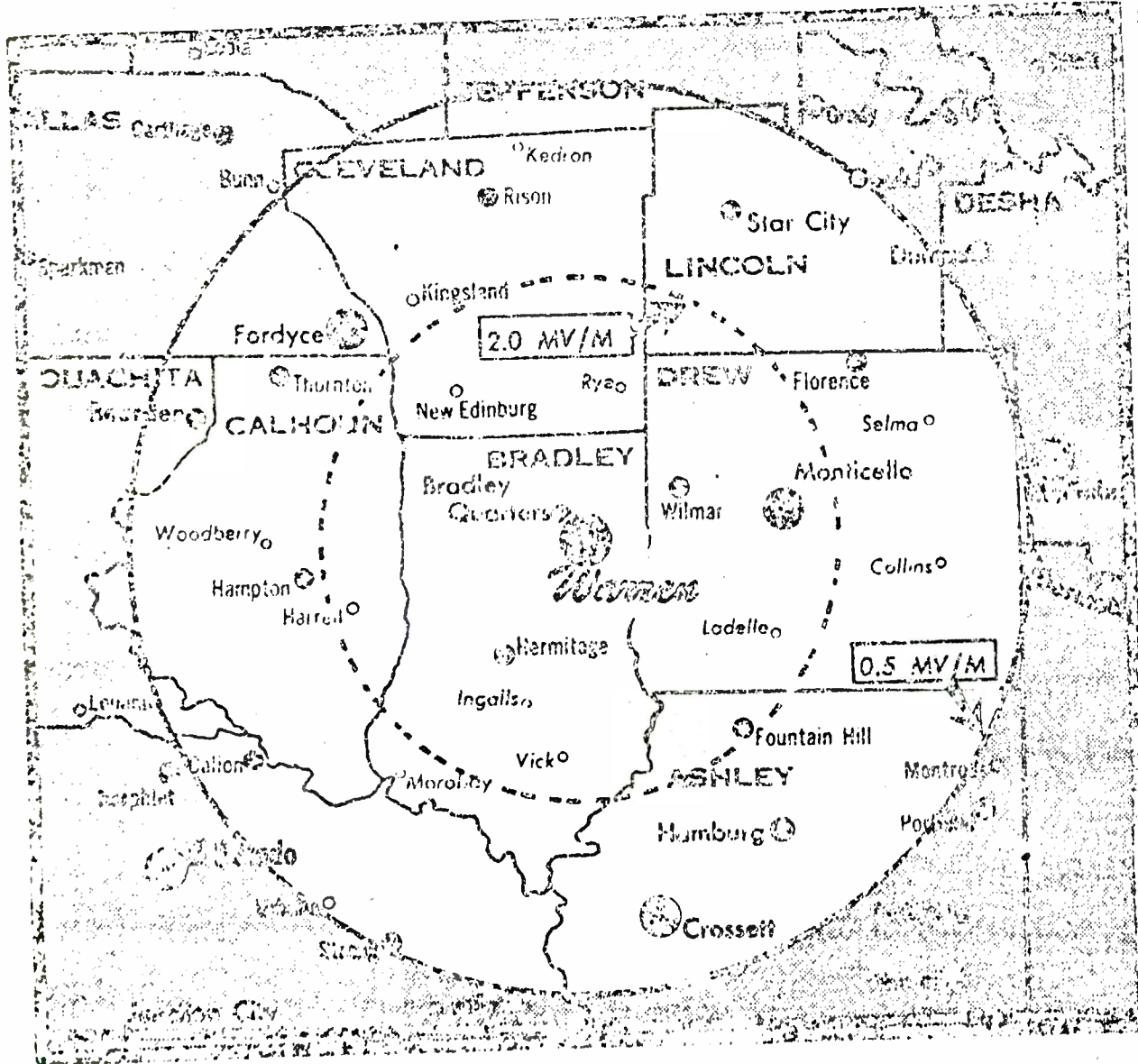
# KWDR

Walden Sledge  
Owner

Bill Wells  
Manager

PHONE 303 & 354

Warren, Arkansas



### MARKET DATA:

	Within 2.0 MV/M Coverage	Within 0.5 MV/M Coverage
Total Population .....	34,200	101,730
Total Households .....	10,460	26,850
Total Radio Homes .....	10,300	26,300
Total Passenger Cars .....	10,700	26,900
Spensible Income .....	\$ 39,577,000	105,315,000

### RETAIL DATA:

Food Sales .....	\$ 9,822,000	20,352,000
Drug Sales .....	\$ 785,000	2,937,000
General Merchandise .....	\$ 4,120,000	10,553,000
Apparel Stores .....	\$ 973,000	3,574,000
Home Furnishings .....	\$ 990,000	3,340,000
Automotive Sales .....	\$ 8,717,000	18,574,000
Filling Stations .....	\$ 2,592,000	7,714,000
Total Retail Sales .....	\$ 28,905,000	78,515,000
Total Wholesale Sales .....	\$ 9,249,000	31,350,000

### FARM DATA:

Farm Population .....	15,005	45,000
Farm Households .....	3,870	12,150
Farm Radio Homes .....	3,500	12,400
Total Farm Income .....	\$ 10,655,000	\$57,756,000

# KWDR

860 KC

A Stronger Signal  
Means More Sales!  
Warren, Arkansas

Warren Community All Day

SOURCE: BRUS Consumer Market Data; Department of Commerce.

Population Increasing  
 N. W. Ark. 3 counties  
 Population increase averages  
 5 per cent per year

# INDEPENDENT LOCAL RADIO

## Member of the Arkansas Radio Network

### AM & FM Programed Separately

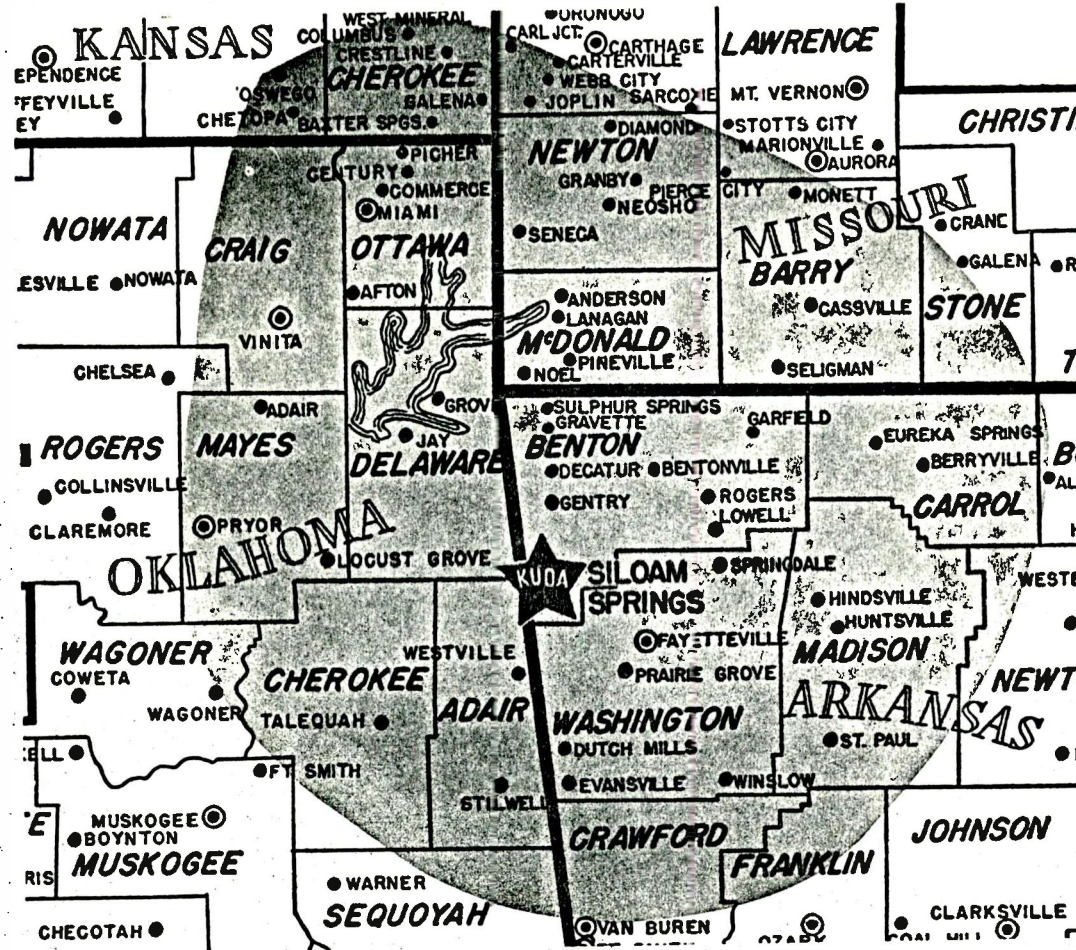
1/2 Millivolt Coverage

North West Arkansas  
 North East Oklahoma  
 South West Missouri  
 is a rapidly growing area

Spendable Income  
 over 500 million in 6  
 surrounding counties

Retail Sales  
 increasing 10.2% per year

Programing  
 5-10-15 Minutes  
 News, Sports and Weather  
 25 Times Daily  
 Music-Variety geared to  
 the time of day



Many industries relocating  
 here

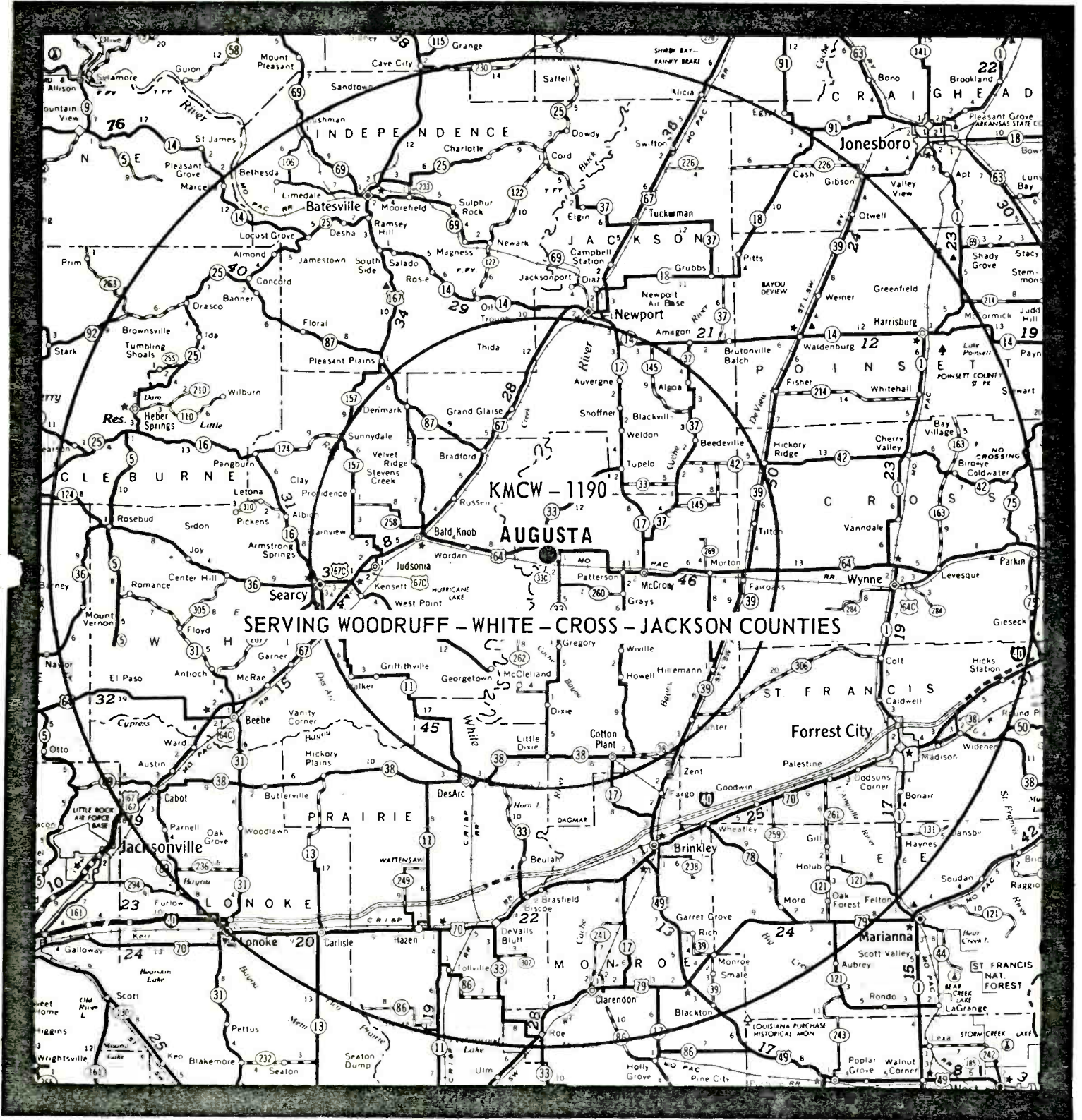
The most in exciting water-  
 sports—fishing and vacation  
 area

Tourist and visitors spend  
 over 20 million in 6 county  
 coverage area—North West  
 Arkansas and North E.  
 Oklahoma

Phone: (501)-524-3154  
 Siloam Springs, Ark. 72761

AM KUOA 5000 Watts 455' Tower  
 FM KUOA-FM 2850 Watts Horiz. & Vert.

# KMCW COVERAGE MAP



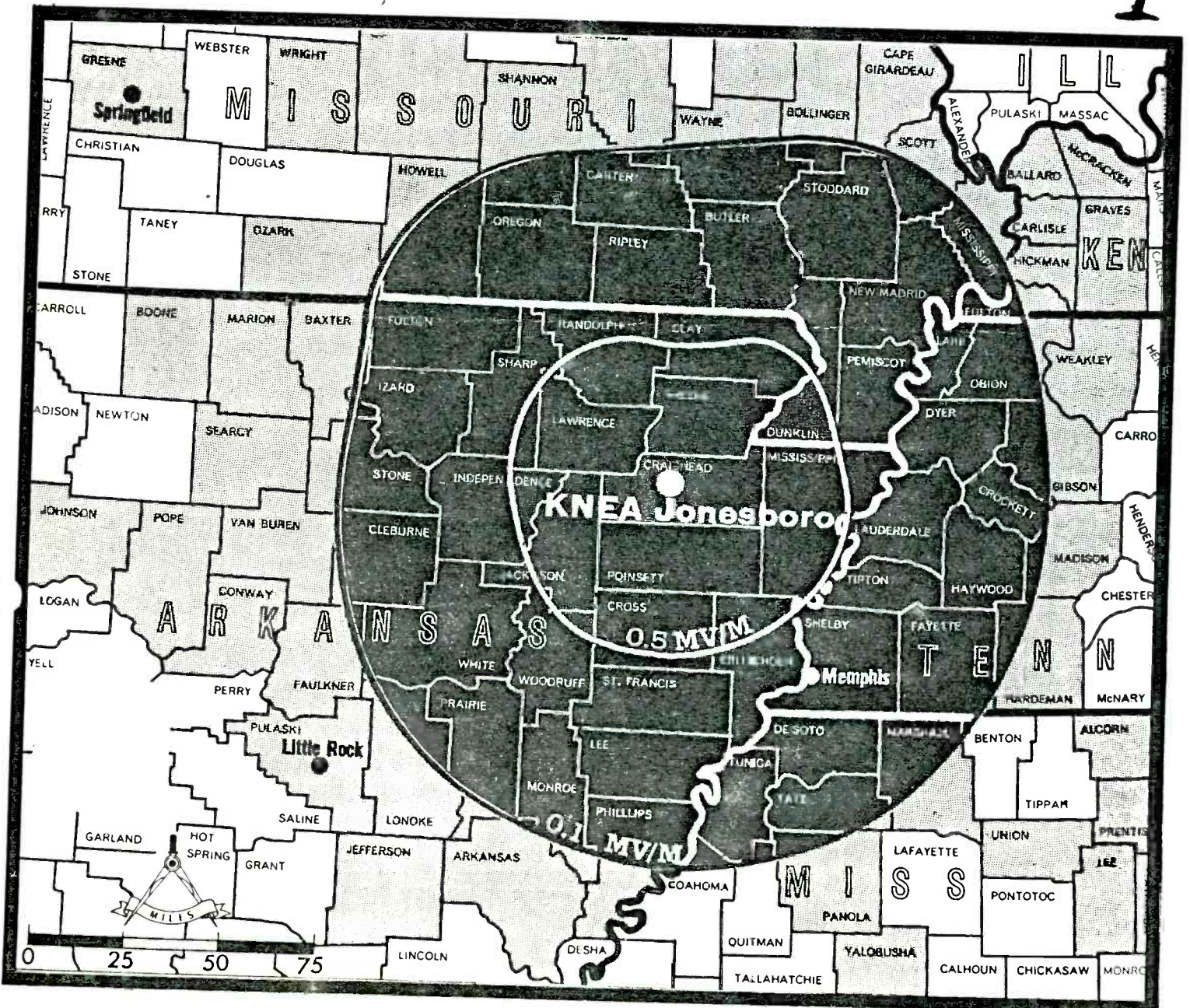
**KMCW - 1190 - Augusta, Ark.**



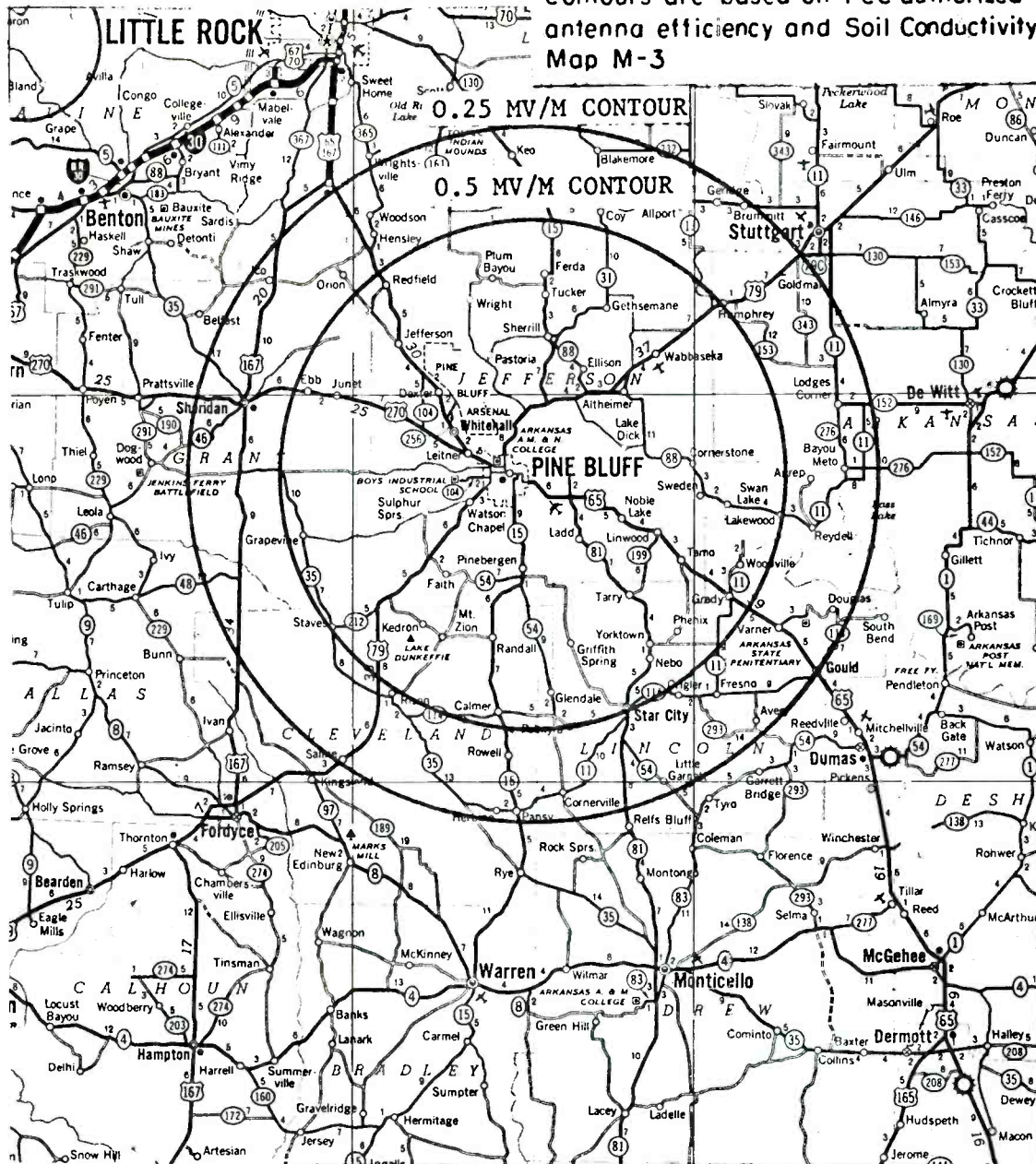
# KNEA

1000 Watts 970 Kcs.

*'The Key To Northeast Arkansas'*



Contours are based on FCC authorized antenna efficiency and Soil Conductivity Map M-3

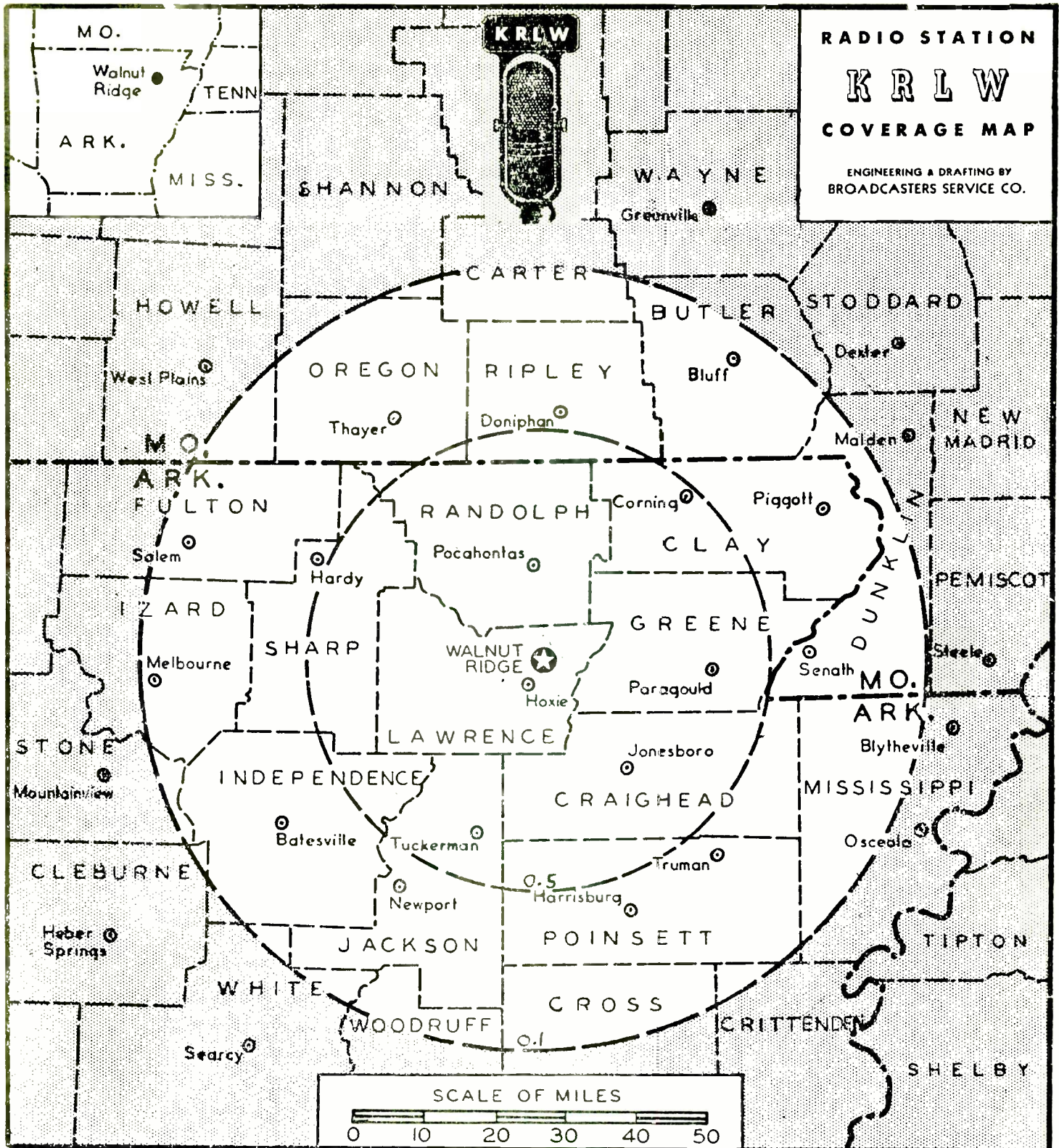


**COVERAGE MAP FOR RADIO STATION KOTN  
AT PINE BLUFF, ARKANSAS OPERATING ON  
1490 KCS WITH A POWER OF 1,000 WATTS**

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



Pine Bluff, Arkansas



MARKET DATA	
POPULATION	343,871
RADIO HOMES	87,980
RETAIL SALES (\$)	197,893,000

**K R L W**  
1320 KC -- 1000 WATTS  
WALNUT RIDGE, ARKANSAS

MEMBER  
ARK. BROADCASTERS  
UNITED PRESS NEWS  
NBC THESAURUS LIBRARY

OWNED AND OPERATED BY:  
LAWRENCE COUNTY BROADCASTING COMPANY

# facts on KRLW

1. The "realistic" station—rate wise. KRLW rates as shown below are so designed that the national advertiser is not penalized. You will be buying ALL of a local market on local rates.
2. With a signal strength of 1000 watts, KRLW gives ample clear signal coverage of one of the richest areas of Northeast Arkansas.
3. The area served by KRLW includes many small towns with a variety of commerce. Within our area are many cotton farms, rice farms, cattle ranches and poultry raisers. To our immediate west lies the "new playground" of northeast Arkansas. Hardy, Arkansas has long been a popular resort, and the new resort town of Cherokee has just been established, affording lake front sites, swimming, boating, fishing and all outdoor activities, drawing thousands of visitors every week to our area.
4. Programming on KRLW is aimed at our exclusive trade area. Local news programs, local talent shows, local sports, and local public service—all tie KRLW to the daily lives of our listeners. In a wider sense, KRLW has the news service of United Press, transcription service of NBC Thesaurus, and broadcast all University of Arkansas football games.
5. Located 100 miles from Memphis, 135 miles from Little Rock, and 225 miles from St. Louis, KRLW is not bothered with TV competition for our daytime audience. In this area almost EVERYONE listens to KRLW most of the time.
6. KRLW announcers "SELL" — The fact that we enjoy almost 100% local advertisers' support, means that KRLW would be a good buy for YOU. We are interested in getting RESULTS for you.

## RATE CARD NO. 3:

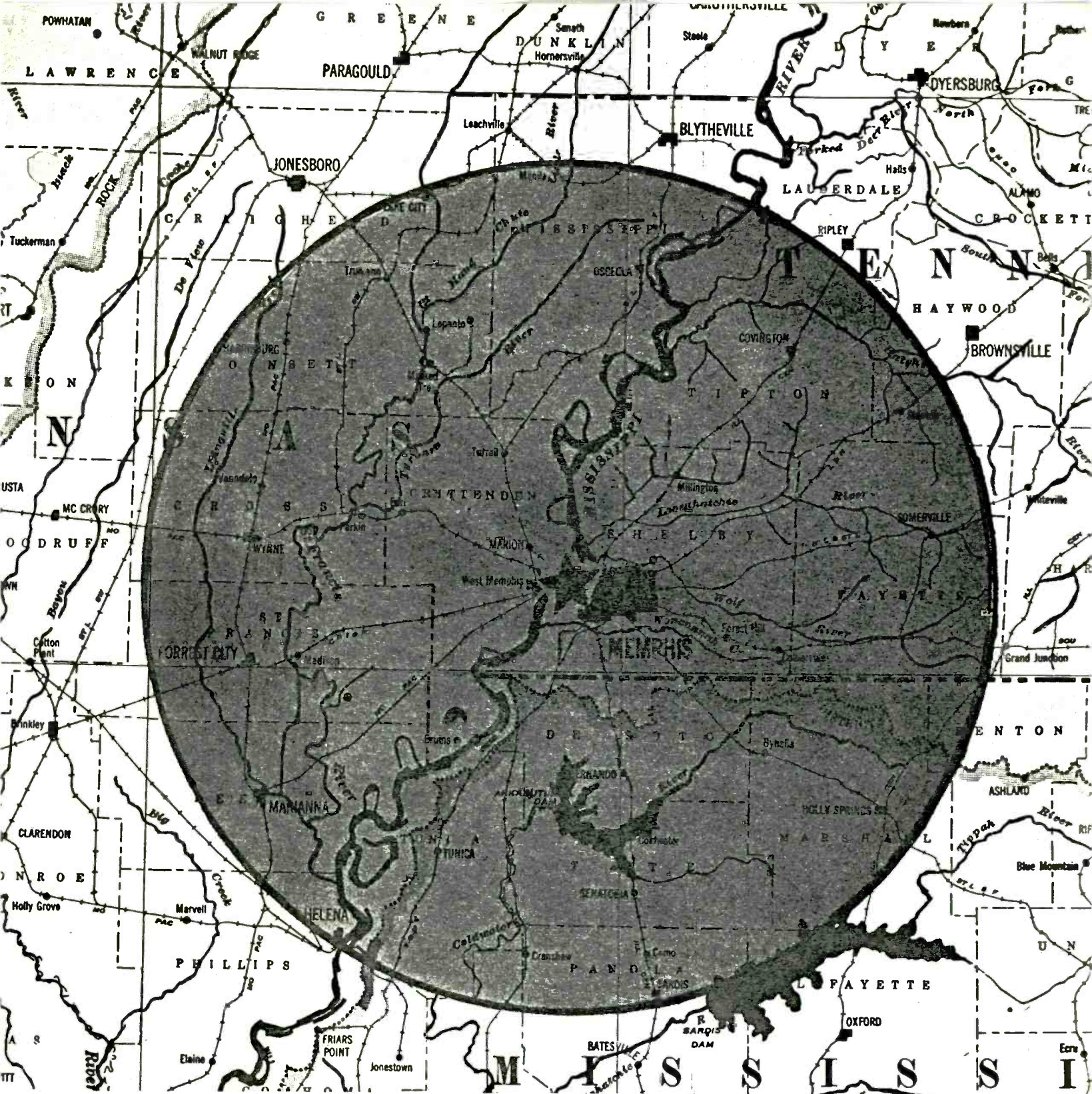
	1 ti.	13 ti.	26 ti.	52 ti.	100 or more
60 min.	30.00	27.50	25.00	23.50	21.75
30 min.	17.50	15.00	13.50	11.75	11.00
15 min.	9.00	8.25	7.75	7.00	6.25
5 min.	5.00	4.65	4.15	3.75	3.35
1 min.	3.00	2.85	2.50	2.25	2.00
30 sec.	2.00	1.85	1.65	1.50	1.35

Effective September 1st, 1955

No contracts accepted for more than one year. Programs and announcements may NOT be combined for quantity discount. Usual 15% commission allowable to recognized advertising agencies.

**NOTE: Special package rate — Thirty 30-second announcements per week for \$36.00.**

For further information, write: William H. Cate, General Manager.



**730 KILOCYCLE COVERAGE OF THE GIGANTIC MEMPHIS METROPOLITAN AREA!!**

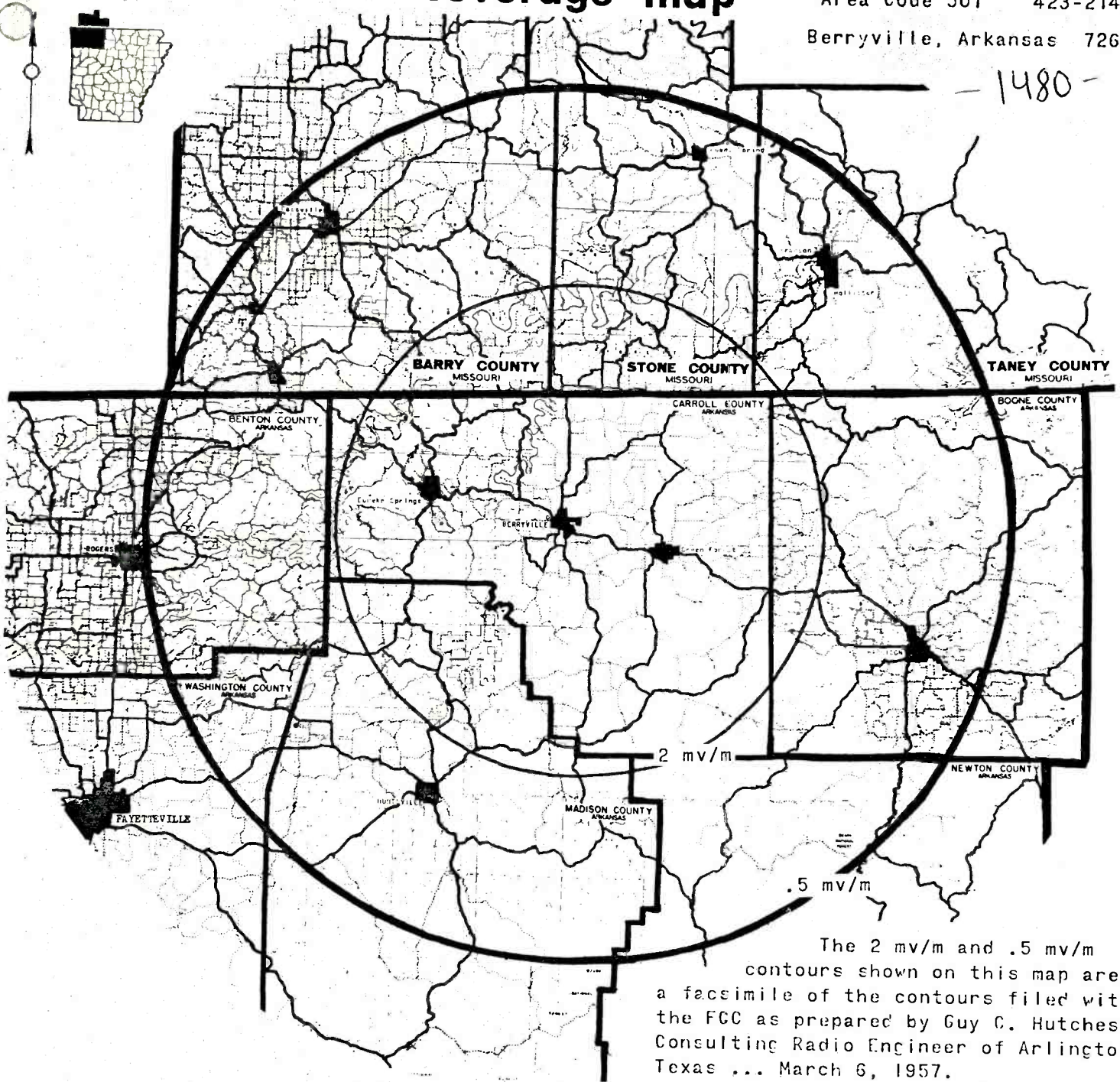
**K S U D**

**THE FINEST IN GOSPEL AND FOLK MUSIC!!**

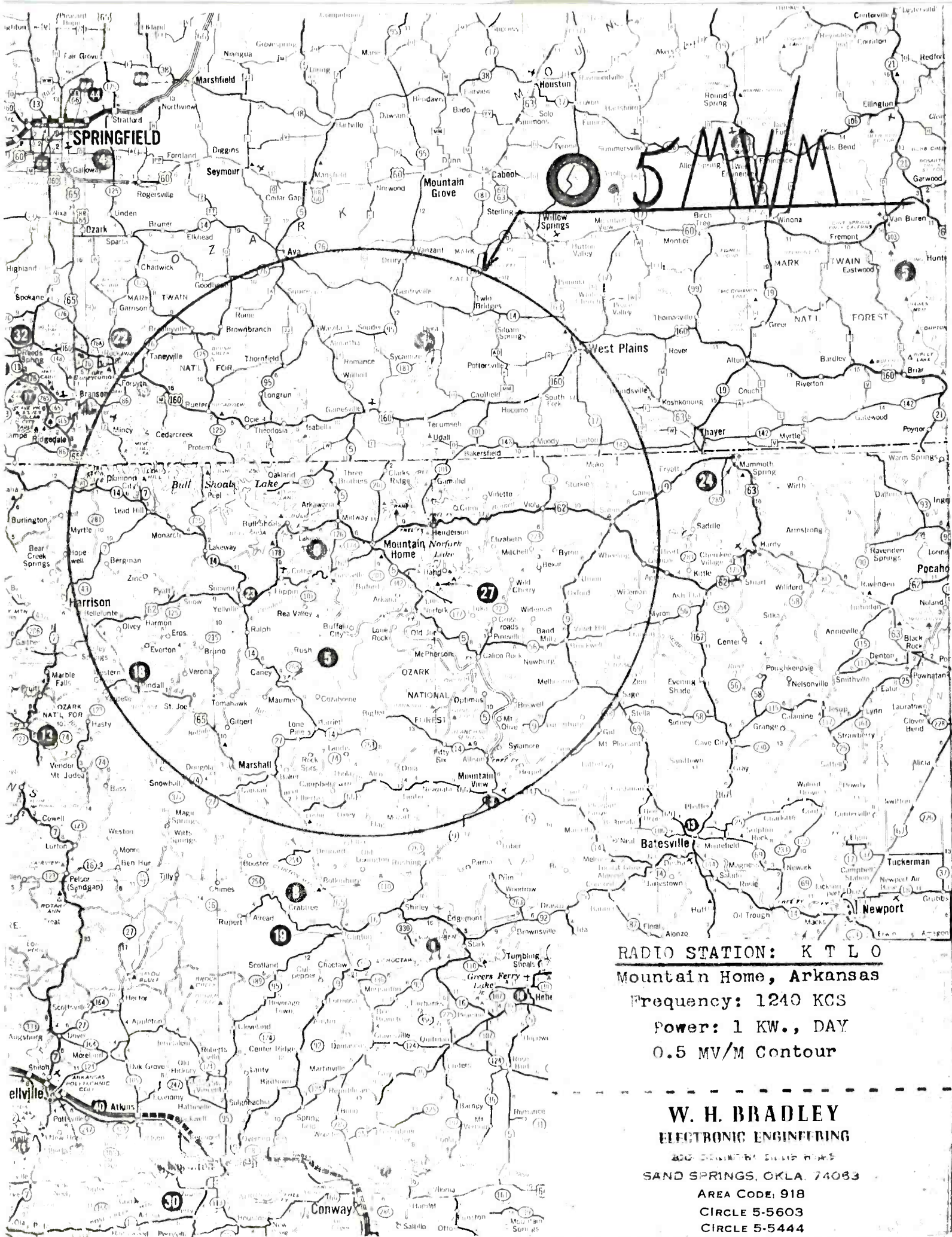
# KTHS Coverage map

Area Code 501 423-2148  
Berryville, Arkansas 72616

- 1480 -



The 2 mv/m and .5 mv/m contours shown on this map are a facsimile of the contours filed with the FCC as prepared by Guy C. Hutcherson, Consulting Radio Engineer of Arlington, Texas ... March 6, 1957.



**RADIO STATION: K T L O**  
**Mountain Home, Arkansas**  
Frequency: 1240 KCS  
Power: 1 KW., DAY  
0.5 MV/M Contour

**W. H. BRADLEY**  
**ELECTRONIC ENGINEERING**  
222 CENTRAL AVENUE  
SAND SPRINGS, OKLA. 74083  
AREA CODE: 918  
CIRCLE 5-5603  
CIRCLE 5-5444

# KLCN AM FM

THE PIONEER RADIO VOICE OF ARKANSAS

Blytheville, Arkansas

This is the 42 county area (plus fractions) served by KLCN. Here live 2,000,400 persons as typically American as the Liberty Bell !!

## MARKET DATA:

	Within Primary Coverage
Total Population .....	2,000,400
Total Households .....	534,900
Total AM Radio Homes .....	531,950
Total Passenger Cars .....	527,350
Spensible Income .....	\$2,368,945,000
<b>RETAIL DATA:</b>	
Food Sales .....	\$ 397,565,000
Drug Sales .....	\$ 47,578,000
General Merchandise .....	\$ 173,842,000
Apparel Stores .....	\$ 93,122,000
Home Furnishings .....	\$ 73,578,000
Automotive Sales .....	\$ 336,661,000
Filling Stations .....	\$ 135,198,000
<b>TOTAL RETAIL SALES .....</b>	<b>\$1,659,021,000</b>
<b>TOTAL WHOLESALE SALES .....</b>	<b>\$ 857,350,000</b>

## FARM DATA:

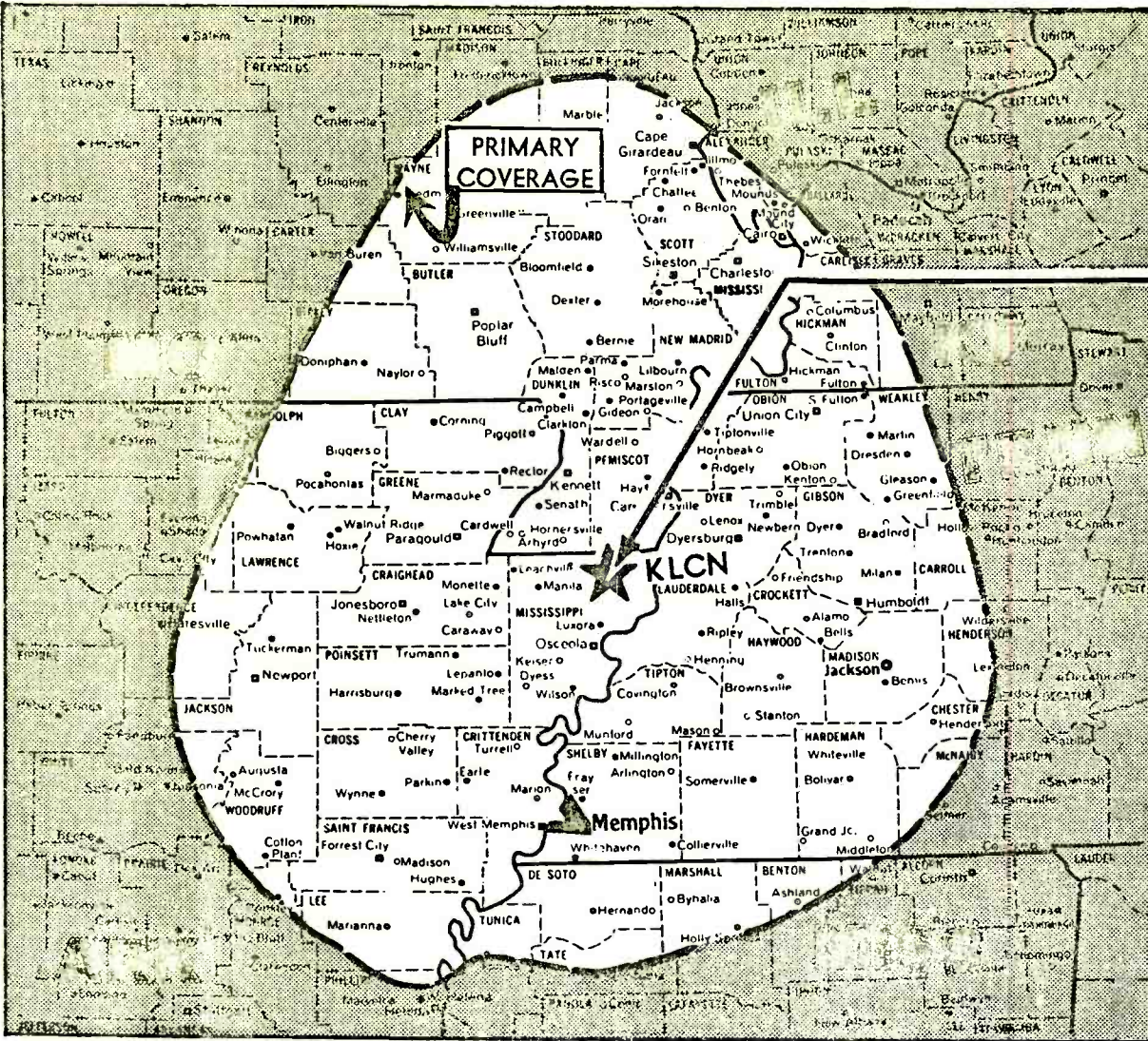
Farm Population .....	625,700
Farm Households .....	201,560
Farm Radio Homes .....	165,316
Farm Gross Income .....	\$727,000,000

SOURCE: 1958 Consumer Market Data; Sales, Manufacturing, U. S. Department of Commerce; U. S. Department of Agriculture; BUREAU.

For over 40 years KLCN has been a daily listening habit in Northeast Arkansas, Southeast Missouri and West Tennessee.

HAROLD SUDBURY, GENERAL MANAGER  
Telephone PO 2-2093

Represented Nationally by  
SAVALLI / GATES



## ARKANSAS' OLDEST

ONE OF THE NATION'S PIONEERS

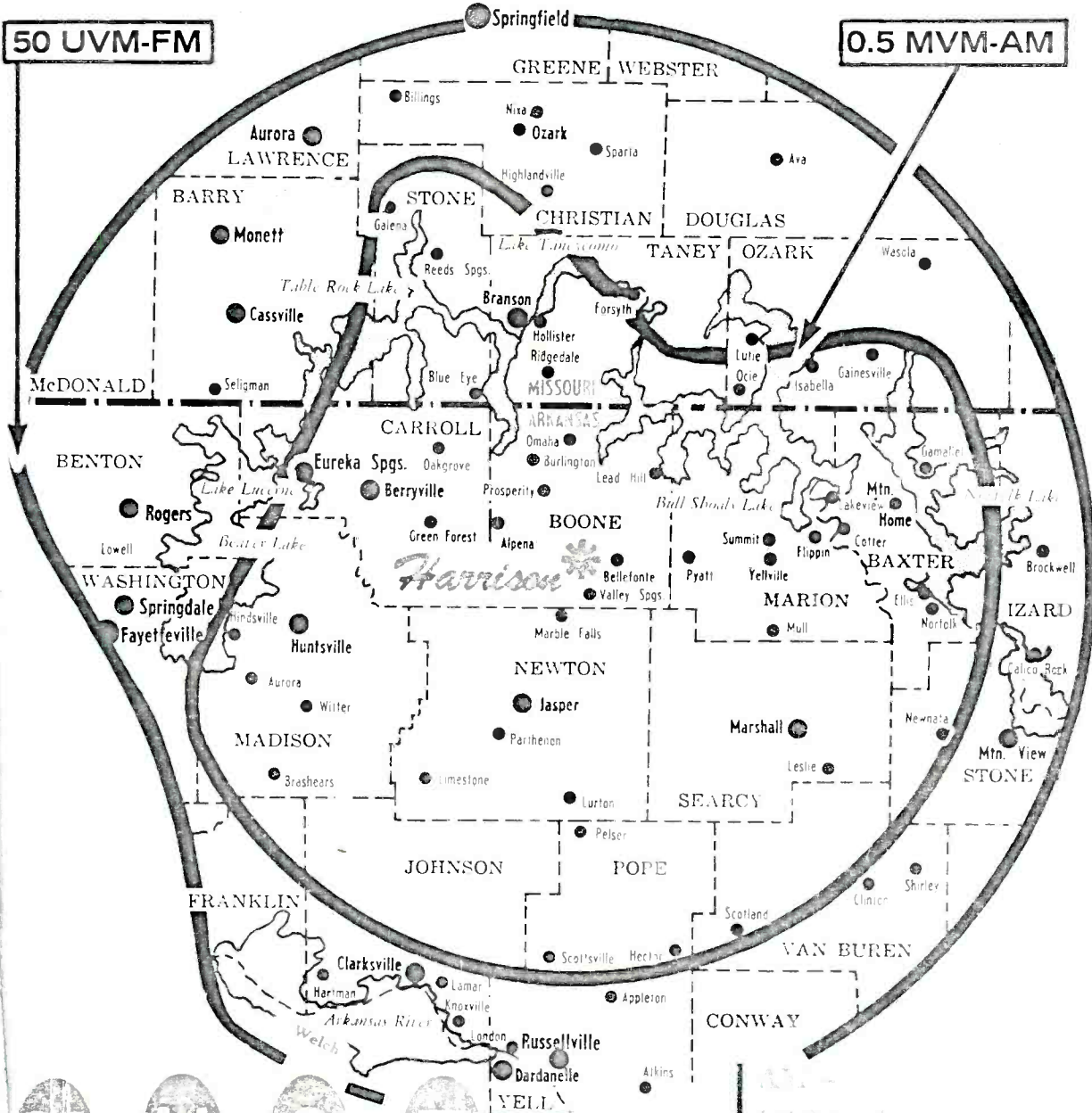
BACK IN 1922 - 3 WATTS

**TODAY 5,000 Watts On 910**

KLCN - FM 21,000 WATTS



# AM-FM RADIO FOR NORTH ARKANSAS



# KHOZ

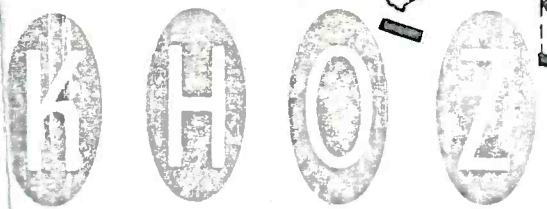
Mid-America's Playground  
in the Heart of the Ozark Lakes Region  
**HARRISON, ARKANSAS**

Wood Products, Livestock and Poultry are the principal sources of income, BUT . . . Millions of Tourists Sportsmen Annually Visit this 4-Lake Region, including Bull Shoals, Table Rock, Norfolk and Beaver Lakes.

- + Local News and Sports
- + University of Arkansas Sports
- + St. Louis Cardinal Baseball
- + UPI Worldwide News

**HARRISON BROADCASTING CORPORATION**  
W. J. Wheeler, Station Manager  
Everett Horton, Comm'l. Manager  
P. O. Box 120 Phone (501) 365-2301  
**HARRISON, ARKANSAS**

Market Data:	0.5 MVM Coverage	50 UVM Coverage
Population .....	100,800	217,800
Households .....	32,590	69,910
Radio Homes .....	29,520	63,290
Automobiles .....	34,700	73,930
Spendable Income .....	\$126,659,000	\$286,669,000
<b>RETAIL SALES:</b>		
Food Stores .....	\$ 19,710,000	\$ 43,571,000
Drug Stores .....	\$ 2,658,000	\$ 6,107,000
Gen'l. Merchandise .....	\$ 10,369,000	\$ 21,205,000
Apparel Stores .....	\$ 3,536,000	\$ 8,082,000
Home Furnishings .....	\$ 2,652,000	\$ 6,411,000
Auto Dealers .....	\$ 17,872,000	\$ 42,127,000
Service Stations .....	\$ 7,669,000	\$ 18,493,000
<b>Total Retail Sales .....</b>	<b>\$103,795,000</b>	<b>\$238,707,000</b>
<b>FARM DATA:</b>		
Farm Population .....	36,200	76,300
Farm Households .....	9,050	19,075
Gross Farm Income .....	\$ 52,352,000	\$136,157,000
<b>SOURCE: SRDS Consumer Data exclusively.</b>		



900 KC  
102.9 MC  
FM —  
10,000 Watts ERP  
— 16 Hrs. Daily

presented by THE DEVNEY ORGANIZATION

Prepared by MARKET DATA ASSOCIATION

# K G M R Coverage Map



# A Market so Rich

it

Sparkles 



KFPW  
1230

**CBS RADIO**  
Fort Smith, Arkansas

1000 Watts

1230 On Your Dial

SERVING WESTERN ARKANSAS & EASTERN OKLAHOMA

## MARKET DATA

2 State Coverage Area

COMPLETE TOTALS:

POPULATION 347,700

RETAIL SALES \$346,162,000

## OKLAHOMA

County	Population	Retail Sales
Adair	13,100	7,729,000
Cherokee	17,800	14,196,000
Haskell	9,100	6,428,000
Latimer	7,700	3,734,000
LeFlore	29,100	18,812,000
Muskogee	61,900	63,014,000
Sequoyah	18,100	9,076,000
<b>TOTAL</b>	<b>156,800</b>	<b>\$122,989,000</b>

## ARKANSAS

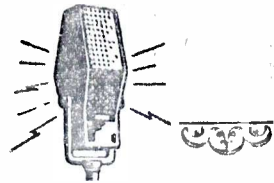
County	Population	Retail Sales
Crawford	21,300	\$ 14,063,000
Franklin	10,200	7,328,000
Johnson	12,400	10,626,000
Logan	16,000	12,238,000
Scott	7,300	5,634,000
Sebastian	67,200	106,130,000
Washington	56,500	67,154,000
<b>TOTAL</b>	<b>190,900</b>	<b>\$223,173,000</b>

FORT SMITH RANKS 13TH IN THE NATION IN RETAIL SALES PER HOUSEHOLD, \$5.095.00

# KDDA

1560 KC

Serving Dumas, Desha County, Arkansas



PHONE (501) 382-5600

P.O. BOX 215 • DUMAS, ARKANSAS 71639

**500 WATTS  
DAYTIME**



**COMMUNITY  
MINDED  
RADIO**

MEMBER



ARKANSAS  
BROADCASTERS  
ASSOCIATION

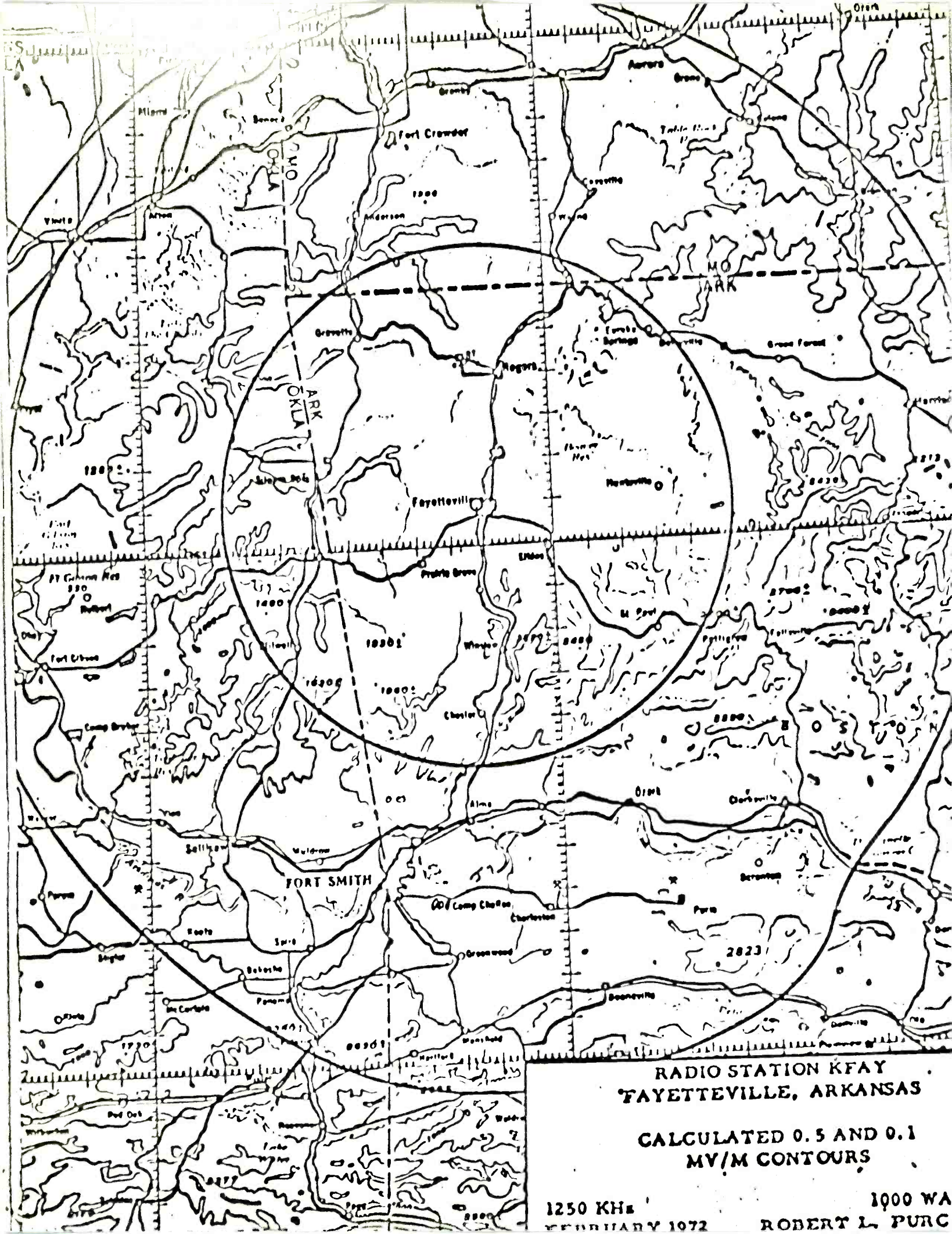
**RATES PER YEAR**

Times	1 min.	5 Min.	15 min.	30 min.	1 hr.
1	3.00	8.00	14.00	27.00	40.00
13	3.00	7.50	12.00	22.50	35.00
28	3.00	7.00	10.00	19.50	32.50
52	2.80	6.00	8.00	15.50	27.50
104	2.60				
156	2.60				
260	2.40				
312	2.20				
625	1.50				
1000	1.25				
Over 1000	1.00				

**MARKET DATA**

Spendable Income.....	\$100,632,000
Retail Sales.....	69,500,000
Population.....	75,000
Households.....	21,300
Automobiles.....	37,000
Food.....	17,891,000
Drugs.....	2,423,600
Automobile.....	14,398,000
General Merchandise.....	6,185,000
Misc. (Farm Eqpt., Etc.).....	28,603,000

**DEEP IN THE  
HEART OF THE  
BIG DELTA COUNTRY**



RADIO STATION KFAY  
FAYETTEVILLE, ARKANSAS

CALCULATED 0.5 AND 0.1  
MV/M CONTOURS

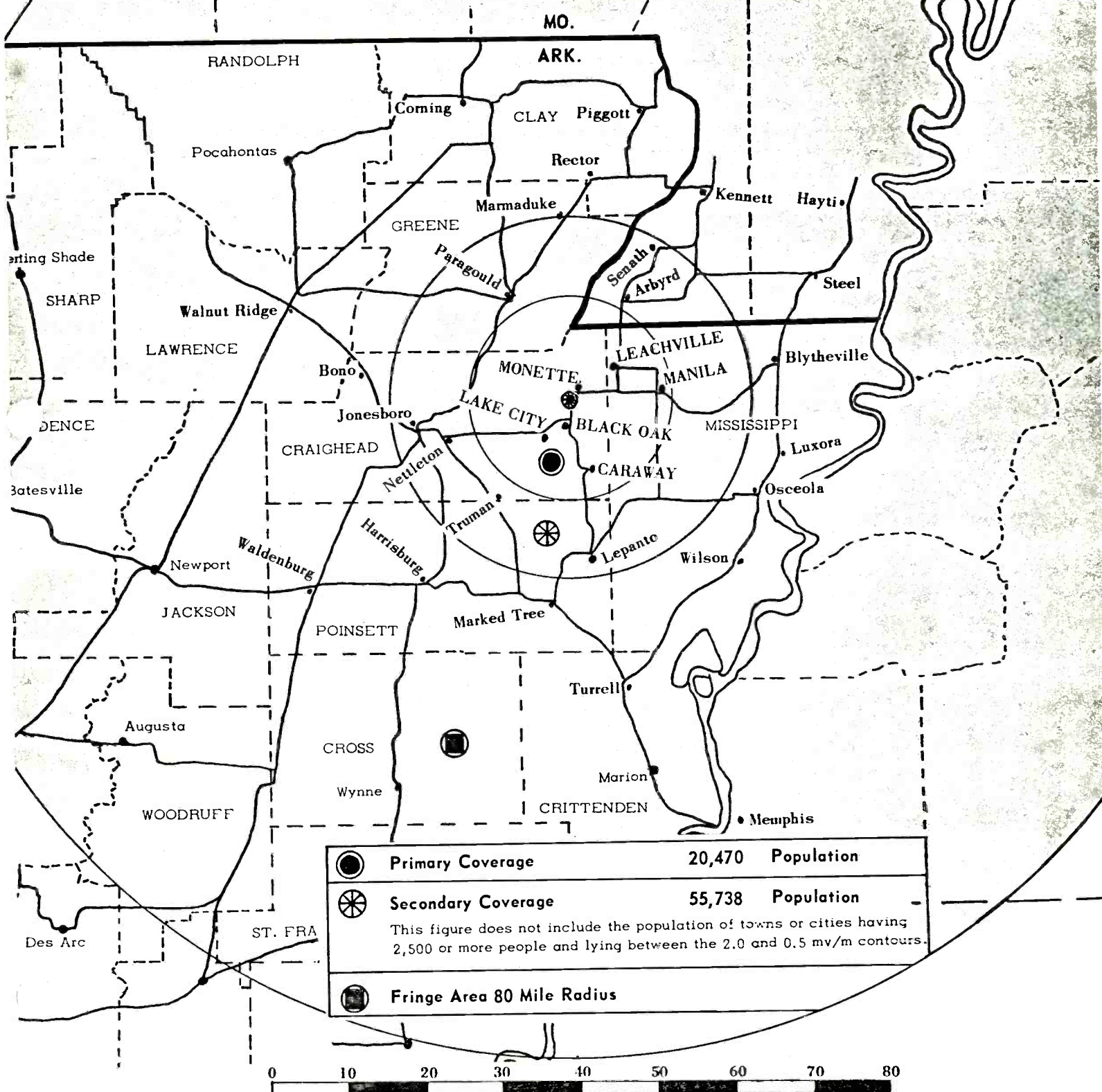
1250 KHz  
FEBRUARY 1972

1000 WA  
ROBERT L. PURC

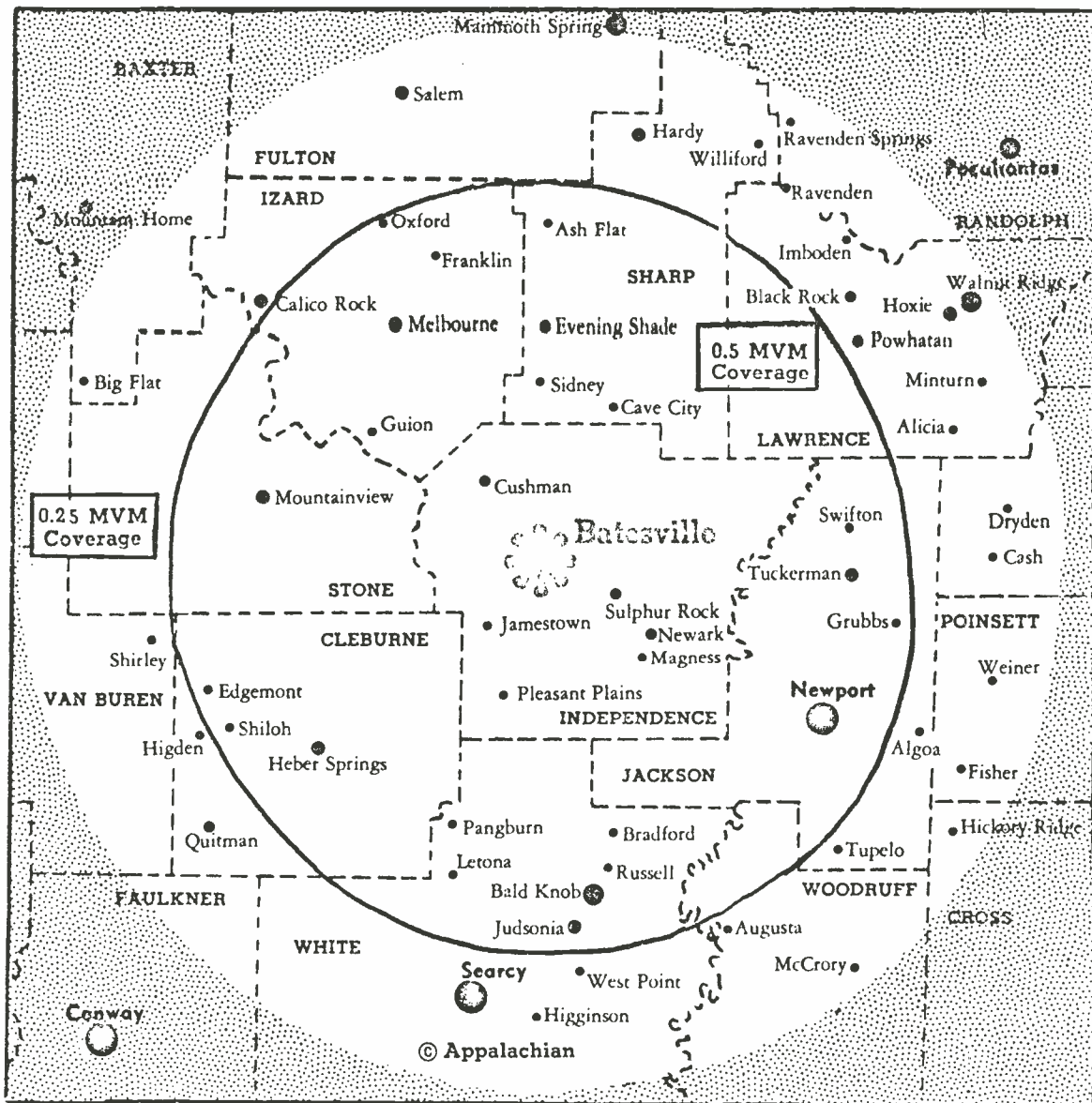
# KBIB

## COVERAGE MAP

-1560- 250 Watts Daytime



THE ONLY STATION SERVING THIS MARKET



Advertising Orders Executed in  
Accurate Compliance with Contract.

**KBTA**

Serving Seven Farm Counties from  
BATESVILLE, ARKANSAS

1000 WATTS DAY  
250 WATTS NITE  
1940 ON THE DIAL

**Serving Seven Farm Counties from  
BATESVILLE, ARKANSAS**

100 Miles North East of Little Rock in the Center of  
North Central Arkansas' Broiler-Producing Area — Over  
18 Million Produced and Processed Annually!

KBTA Programming includes Local and Community Af-  
fairs and Interests PLUS News, Sports, Weather and All  
Types of Music.

KBTA Builds and HOLDS Audience with Public Service  
and Community Participation in its Programming . . .  
KEEPS Advertisers Happy by Producing Desired Results!

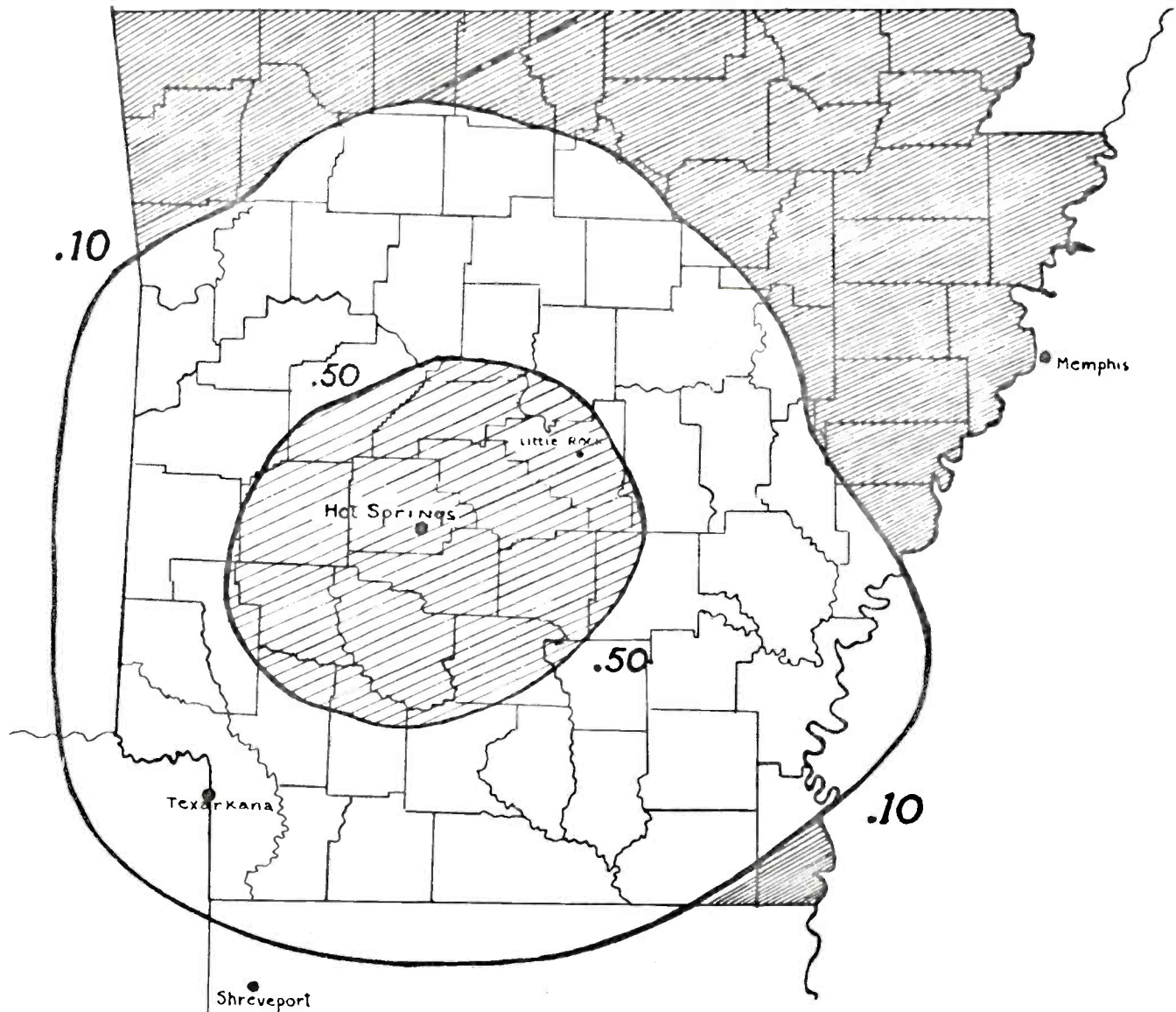
**WHITE RIVER VALLEY BROADCASTERS, INC.**  
P. O. Box 1112 Phone RI 3-3861  
BATESVILLE, ARKANSAS

MARKET DATA:	0.5 MVM Coverage	0.25 MVM Coverage
Total Population .....	71,300	149,200
Total Households .....	21,910	45,220
Radio Homes .....	20,800	44,390
Passenger Cars .....	23,110	50,100
Consumer Spendable Income ...	\$65,594,000	148,818,000
<b>RETAIL SALES:</b>		
Food Stores .....	\$12,272,000	25,308,000
Drug Stores .....	\$ 1,897,000	3,816,000
General Merchandise .....	\$ 5,527,000	12,039,000
Apparel Stores .....	\$ 3,066,000	5,358,000
Home Furnishings .....	\$ 2,061,000	4,261,000
Auto Sales .....	\$10,185,000	23,404,000
Filling Stations .....	\$ 4,392,000	9,860,000
Building Materials .....	\$ 6,388,000	16,270,000
<b>TOTAL RETAIL SALES .....</b>	<b>\$56,553,000</b>	<b>117,779,000</b>
<b>FARM DATA:</b>		
Farm Population .....	38,600	78,400
Farm Households .....	10,240	22,600
Farm Radio Homes .....	10,200	21,900
Gross Farm Income .....	\$38,002,000	77,414,000

SOURCE: United States Census Reports on Population, Hous-  
ing, Agriculture, Retail Trade; SRDS Consumer Data; REA  
Farm Survey Reports; RETMA. (1962-63)

Design by Appalachian Advertising Associates.

# Arkansas' Greatest Coverage



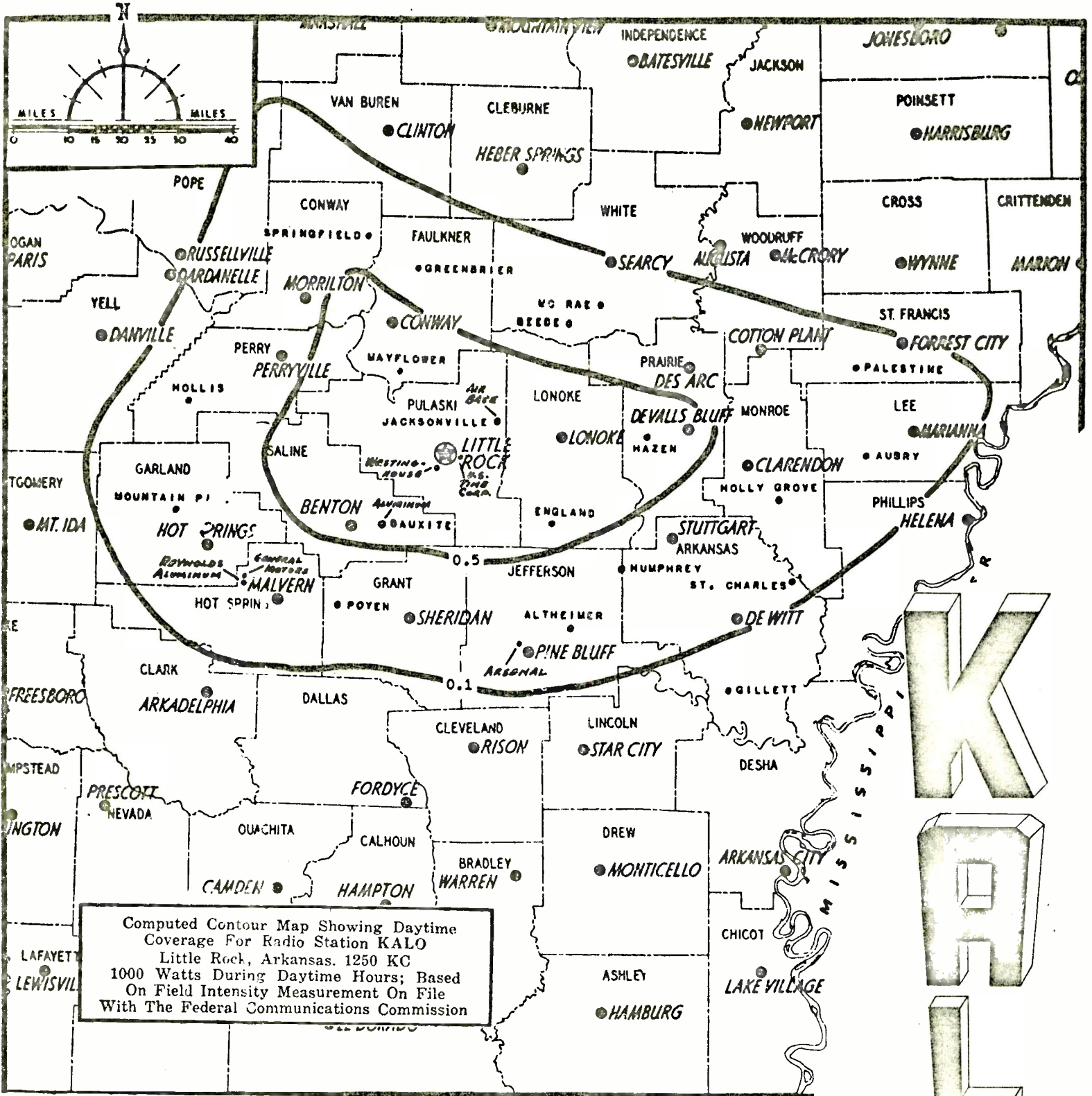
## KBHS Covers

- 52 Counties in Arkansas
- 3 Counties in Oklahoma
- 4 Counties in Texas
- 7 Parishes in Louisiana
- and 6 Counties in Mississippi

Total 72 Counties Where

**1,968,100 PEOPLE**  
**Live, Work and Buy**

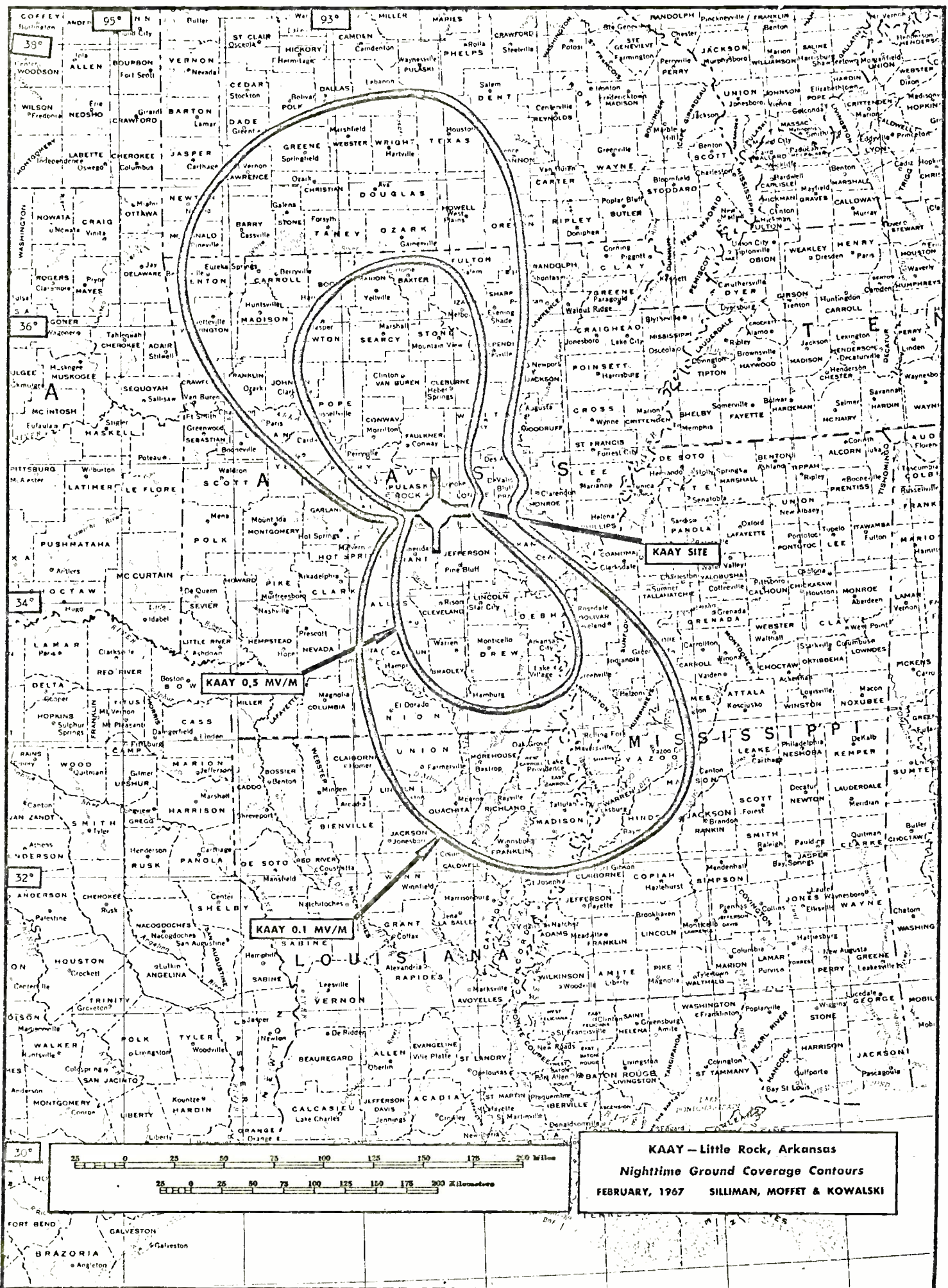




**K  
A  
L**

**1250**

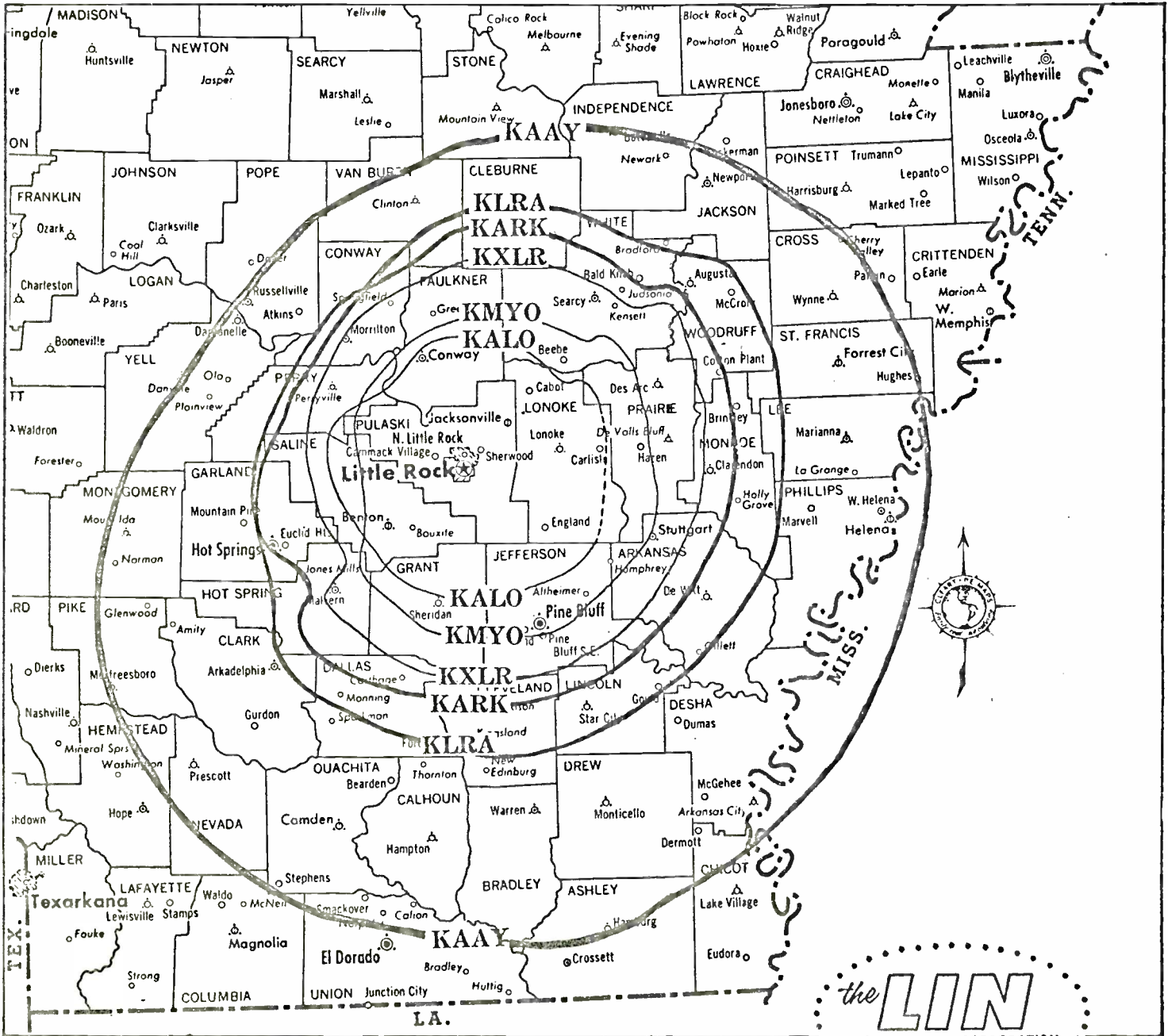
LITTLE ROCK, ARKANSAS  
 2919 WEST MARKHAM 72205 MO 4-2525



# KAAY

*The 50,000-Watt  
Voice of Arkansas*

Guarantees Coverage Well Beyond  
Its Giant 0.5 MV/M Pattern



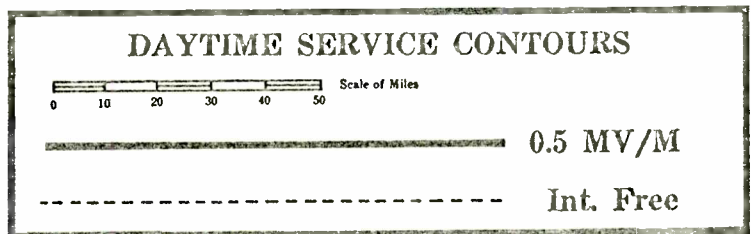
the **LIN**  
BROADCASTING CORPORATION

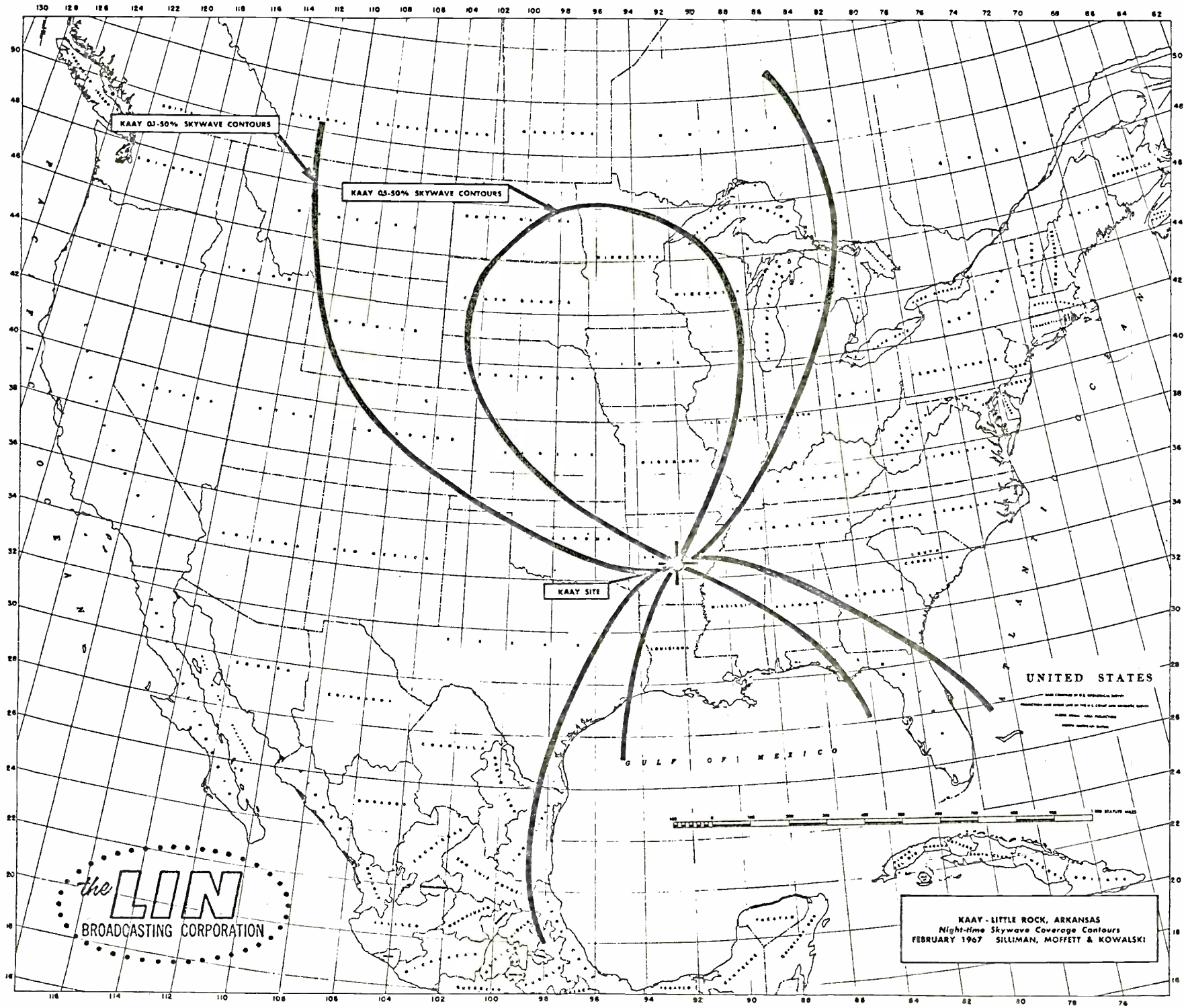
Comparison of Radio-Homes  
Within the 0.5 MV/M Signal-Patterns  
of Little Rock Stations.

# KAAY

- \* 74.8% More than KLRA
- 105.2% More than KARK
- 138.8% More than KXLR
- 144.6% More than KMYO
- 188.3% More than KALO

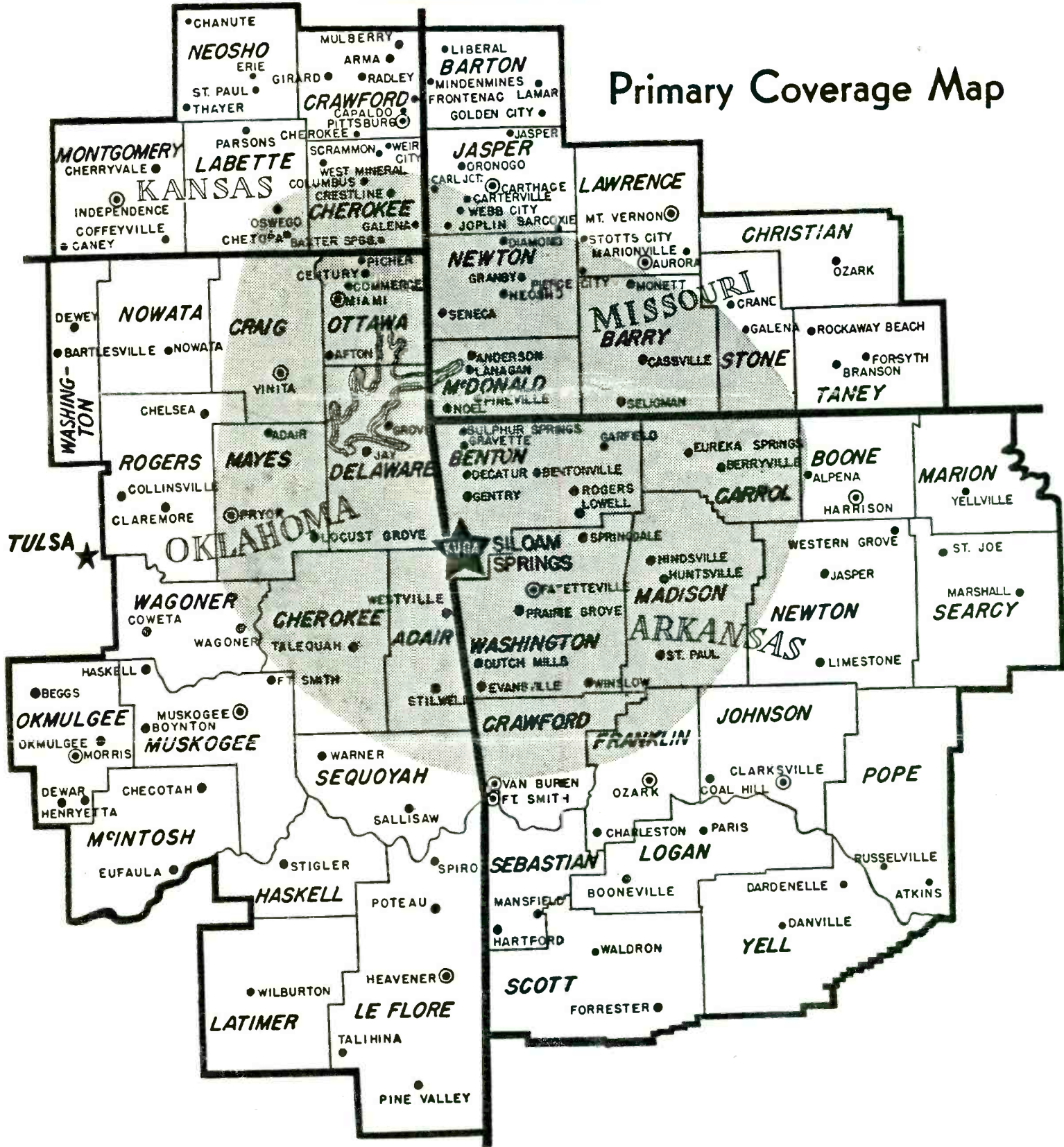
\* Percentages computed from Market Facts, SRDS 1/1/65.  
0.5 MV/M Signal-Contours taken from engineering on file with FCC.





# Radio 13

## Primary Coverage Map

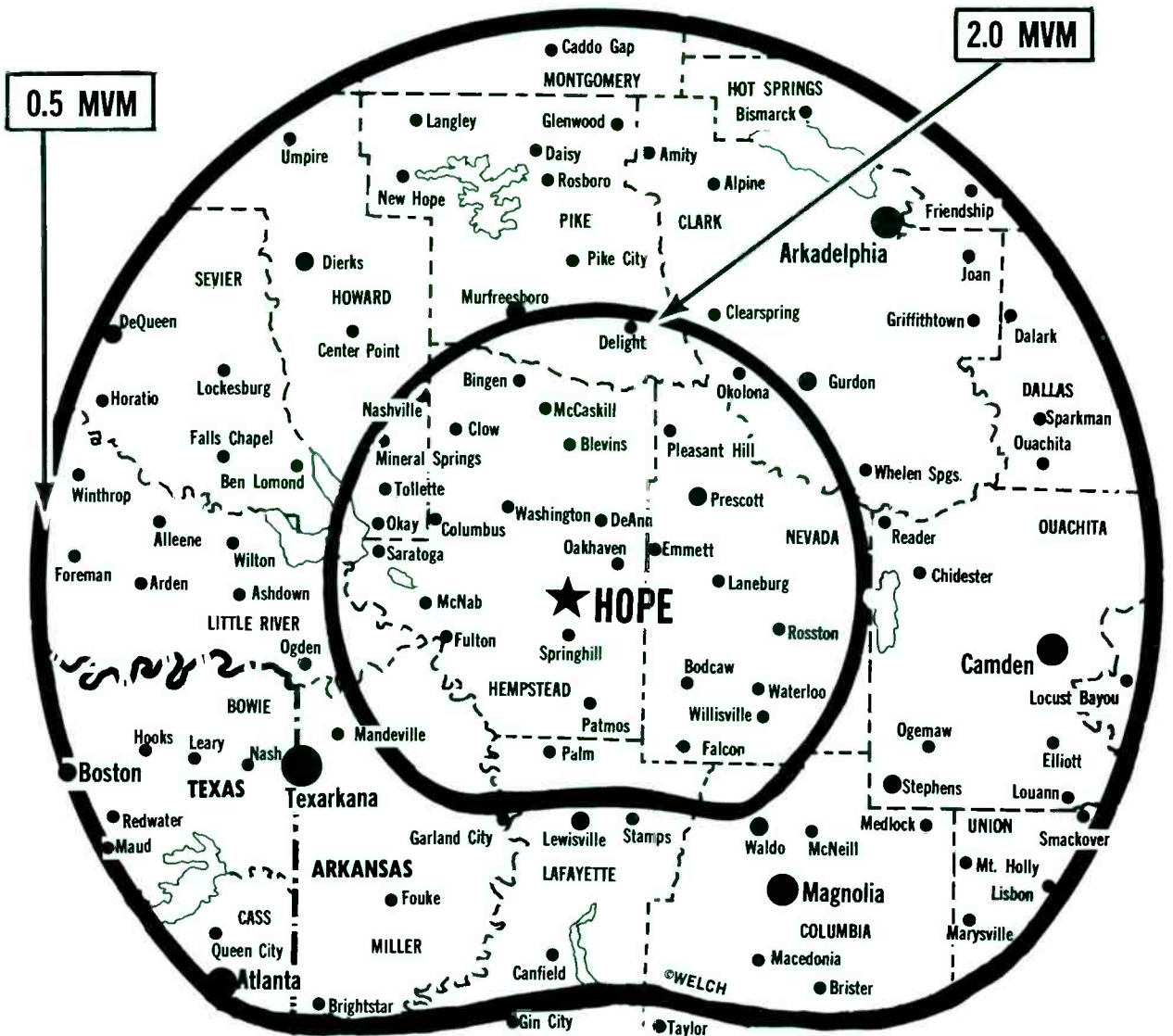




# KXAR



HOPE,  
ARKANSAS



1000 Watts  
at 1490  
Specified Hours

MARKET DATA:	2.0 MVM Coverage	0.5 MVM Coverage
Population	39,800	268,180
Households	12,340	81,260
Radio Homes	11,530	78,920
Automobiles	12,550	85,320
Spendable Income	\$ 50,457,000	\$368,297,000
<b>RETAIL DATA</b>		
Food Stores	\$ 8,742,000	65,987,000
Drug Stores	\$ 1,298,000	8,558,000
Gen'l. Merchandise	\$ 3,449,000	32,425,000
Apparel Stores	\$ 1,710,000	14,127,000
Home Furnishings	\$ 1,070,000	8,850,000
Automobile Sales	\$ 9,684,000	62,272,000
Service Stations	\$ 3,073,000	26,411,000
**Total Retail Sales	\$35,166,000	\$271,844,000
<b>FARM DATA:</b>		
Population	7,510	31,020
Gross Farm Income	\$ 20,123,000	\$ 63,284,000

SOURCE: SRDS Consumer Data exclusively.

# KXAR

The Voice of Southwest Arkansas, from

*Hope*

- Adult Programs . . . directed to those who buy.
- Standard Music, Local News, Sports, Special Events, Farm and Market Reports . . . AP World News

1000 Watts  
at 1490  
Specified Hours

# KXAR

HOPE BROADCASTING COMPANY  
Haskell Jones, General Manager

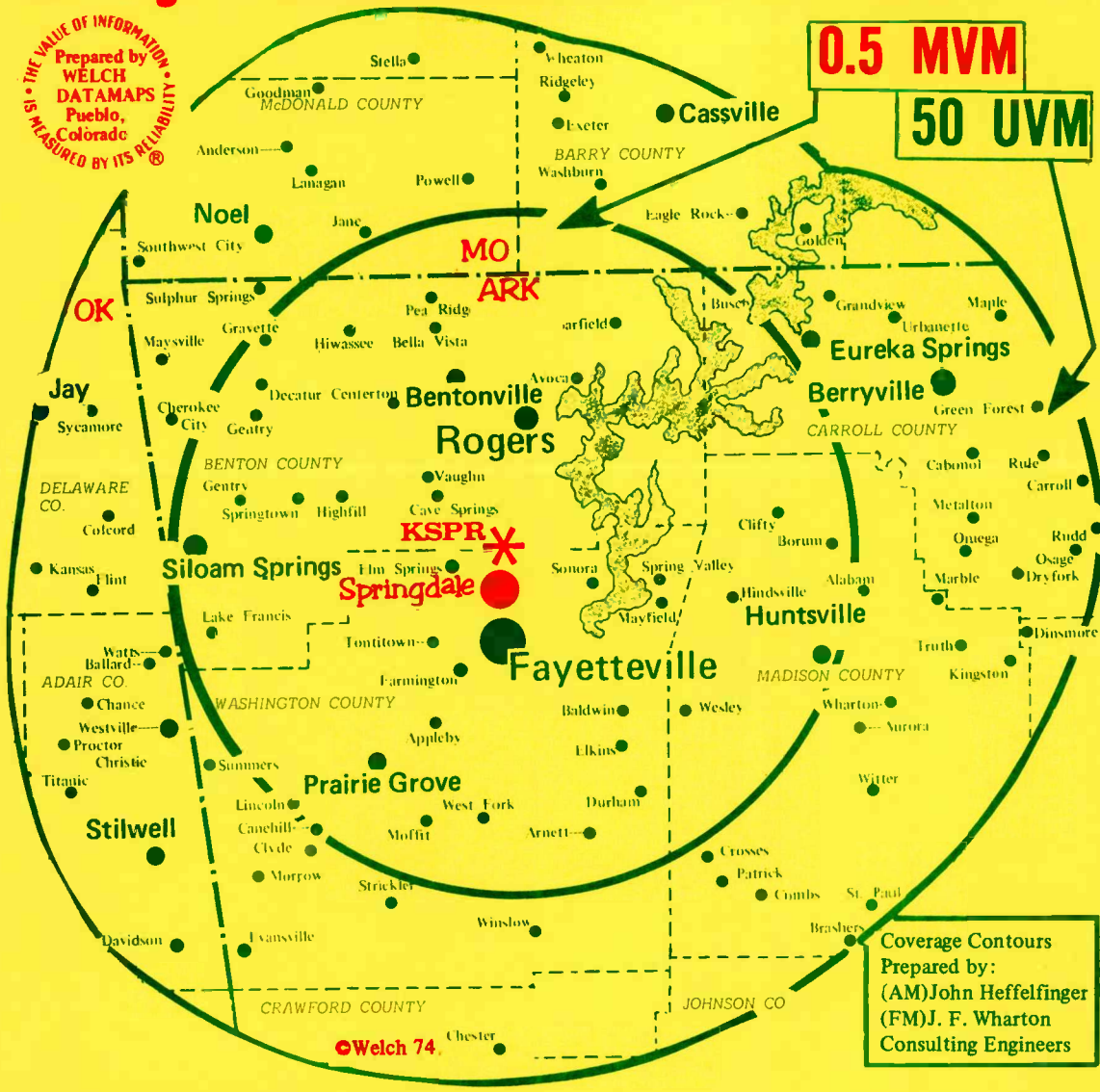
PHONE PR 7-3601

P. O. Box 138

**Hope, Arkansas**

# Serving Northwest Arkansas with "Extra Reach"!

THE VALUE OF INFORMATION  
 IS MEASURED BY ITS RELIABILITY  
 Prepared by  
**WELCH**  
**DATAMAPS**  
 Pueblo,  
 Colorado



**SPRINGDALE**, with a population of 20,648 — is located in the Hub of Northwest Arkansas, located just north of Fayetteville (population 32,370), the county seat of Washington County — and Rogers, 9 miles to the north, with 13,278 population. The Metro Zone is served by US Highways 62,71 and numerous state highways; The Frisco Railroad; Frontier and Skyways air services.

**SPRINGDALE** is just 9 miles from the center of the University of Arkansas campus, with more than 10,000 students. John Brown University, with 800 students, is located 26 miles west of Springdale.

**SPRINGDALE** is in the midst of an area famous for recreation, hunting and fishing —

**Major employer categories in the Metro Zone include:** Fayetteville — poultry processing (1,500), clothing manufacture (840), electrical and electronic (700), sports equipment (550), wood products (200), printing (300), light metals(400), state government (1,125). In Springdale — poultry-packing (1,700), canned foods (800), feedmills (600), hatcheries (400), tool-making (200), trucking (730), electrical products (175). In Rogers — more than 3,500 are employed in manufactured products while poultry and food processing plants employ more than 2,000 workers.

# KSPR

## Springdale, Arkansas

**AM** 1590 KHz  
 500 Watts  
 Daytime

**FM** 104.9 MHz  
 3,000 Watts  
 Fulltime

**JOHNSON COMMUNICATIONS, INC.**  
 Dewey Johnson, General Manager  
 804 Quandt Street  
 PHONE (501) 756-6121

**Springdale, Arkansas**  
 72764



### Market Data:

	0.5 MVM/AM	50 UVM/FM
	COVERAGE	COVERAGE
Population .....	163,270	238,350
Households .....	52,830	77,240
Radio Homes .....	(AM) 52,470	(FM) 34,780
Private Autos .....	71,820	98,580
Farm Homes .....	5,830	11,045
Spendable Income . . . \$	362,199,000	489,328,000
Total Retail Sales . . . \$	304,218,000	406,386,000
Food Stores .....	\$ 48,229,000	74,174,000
Drug Stores .....	\$ 9,186,000	12,895,000
Department Stores . . . \$	30,928,000	54,088,000
Apparel Shops . . . . . \$	10,845,000	17,379,000
Homefurnishings . . . \$	12,903,000	19,008,000
Auto Sales .....	\$ 48,118,000	72,018,000
Service Stations . . . \$	21,044,000	35,219,000
Gross Farm Income . \$	120,933,000	197,790,000
Source: SRDS Consumer Data 1974.		

Northwest Arkansas population increased 40% between 1962 and 1972 as compared to the State's 10.7%

**KSPR AM & FM** provides comprehensive news coverage — local and area news including remotes plus UPI Audio and wire services.

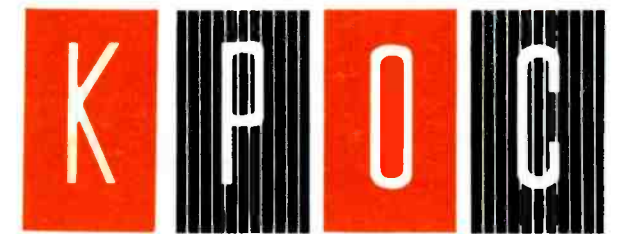
**KSPR AM & FM** carries the University of Arkansas Razorbacks football and basketball — daily sports news roundups and area lakes fishing reports.

**KSPR AM & FM** programs to the listener with Contemporary Easy Listening music — presented in a modern formatted style



*This is Pocahontas*

OUR RATES AND SERVICE  
AREA



AM 1420 KC / FM 103.9 MC

POCAHONTAS, ARKANSAS

72455

PH. 892-5234



## OUR SERVICE AREA

### LOCATION

Pocahontas, Arkansas, located in the northeast section of the state, lies at the foothills of the famed Ozarks. Black River forms a dividing line for the lush farmlands to the east and the rolling hills of pasture and fine fields of feed grain to the west.

### CLIMATE

Mild temperatures range from a mean daily maximum of 72.8 degrees to a mean daily minimum of 48 degrees. About 80 days of the year we have a 90 degree plus temperature, and 32 degrees for approximately 80 days per year.

### POPULATION

Pocahontas has a growing population in excess of 6,000 with the population of Randolph county being 12,562.

### AIRPORTS

Pocahontas Municipal airport, operated by the airport commission, has two runways, 3,800 feet east and west, 2,650 feet north and south. Commercial and charter services are available in Jonesboro, 42 miles away.

### GOVERNMENT

We have a mayor-council form of city government, with the City and County combined having 12 full time, and 25 auxiliary policemen with 6 radio equipped patrol cars.

Our well equipped fire department has two full time and 20 auxiliary firemen, two modern, well equipped trucks, always ready for fire fighting. Industrial plants outside our city limits are under police and fire protection.

### LABOR

Pocahontas boasts a combination of resources, available labor and ideal plant sites, with an existing 18 industries, which make this an ideal place for people to live, work and play.

## EDUCATION

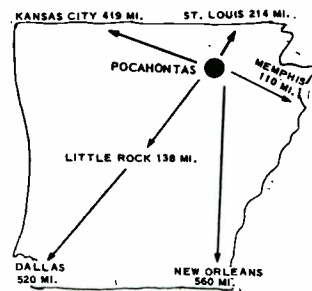
Pocahontas takes pride in its public school system which consists of elementary, junior and high schools, as well as two parochial schools. Also, located in Pocahontas is the Black River Vocational Technical School which offers special training for employees in business and industry. Southern Baptist College, A two year liberal arts college is located in nearby Walnut Ridge approximately a 15 minute drive from Pocahontas. Arkansas State University, a state supported school is located 42 miles away in Jonesboro.

### HIGHWAYS

U.S. Highways 62 and 67, State Highways 90, 93, and 115 serve our area most adequately.

### RECREATION

Pocahontas is truly a sportsmans paradise, boasting 5 rivers, these are Black, which flows through the city, Current, Eleven Point, Fourche and Spring river. Anyone wishing to fish, hunt, swim, water ski, go boating, camping or picnicking can easily take their pick. All rivers, accessible on paved highways, are only a 10 minute drive from Pocahontas. They have plenty of fighting black bass, crappie, walleye, catfish and a variety of other fish. There are literally thousands of mallards felled here each year, with a vast public duck hunting area developed by the state nearby. Deer, quail, squirrel, rabbit, and other game are found in the many wooded areas and fields, also plenty of fox, coon and other furbearing animals for the hunters who enjoy following the hounds.



## OUR STATIONS

KPOC was established in 1950 and has remained under the same management since that time. KPOC-FM, established in 1960, simulcasts the signal of KPOC. Our basic format is middle-of-the road adult music with news each thirty minutes during the normal broadcast day. We broadcast a heavy schedule of sports including local football and basketball, Arkansas State University and University of Arkansas football and basketball and, the entire schedule of the St. Louis Cardinals baseball games.

Particular interest is given to the collection of local news and public interest features with about three hours each weekday devoted to agriculture.

## OUR RATES

RATE CARD NO. 8

OCTOBER 1973

SPOT ANNOUNCEMENTS ( PER YEAR )

NO. TIMES	ONE MINUTE	1/2 MINUTE
1 TO 99	3.00	2.40
100 TO 999	2.20	2.00
1000 & OVER	2.00	1.50

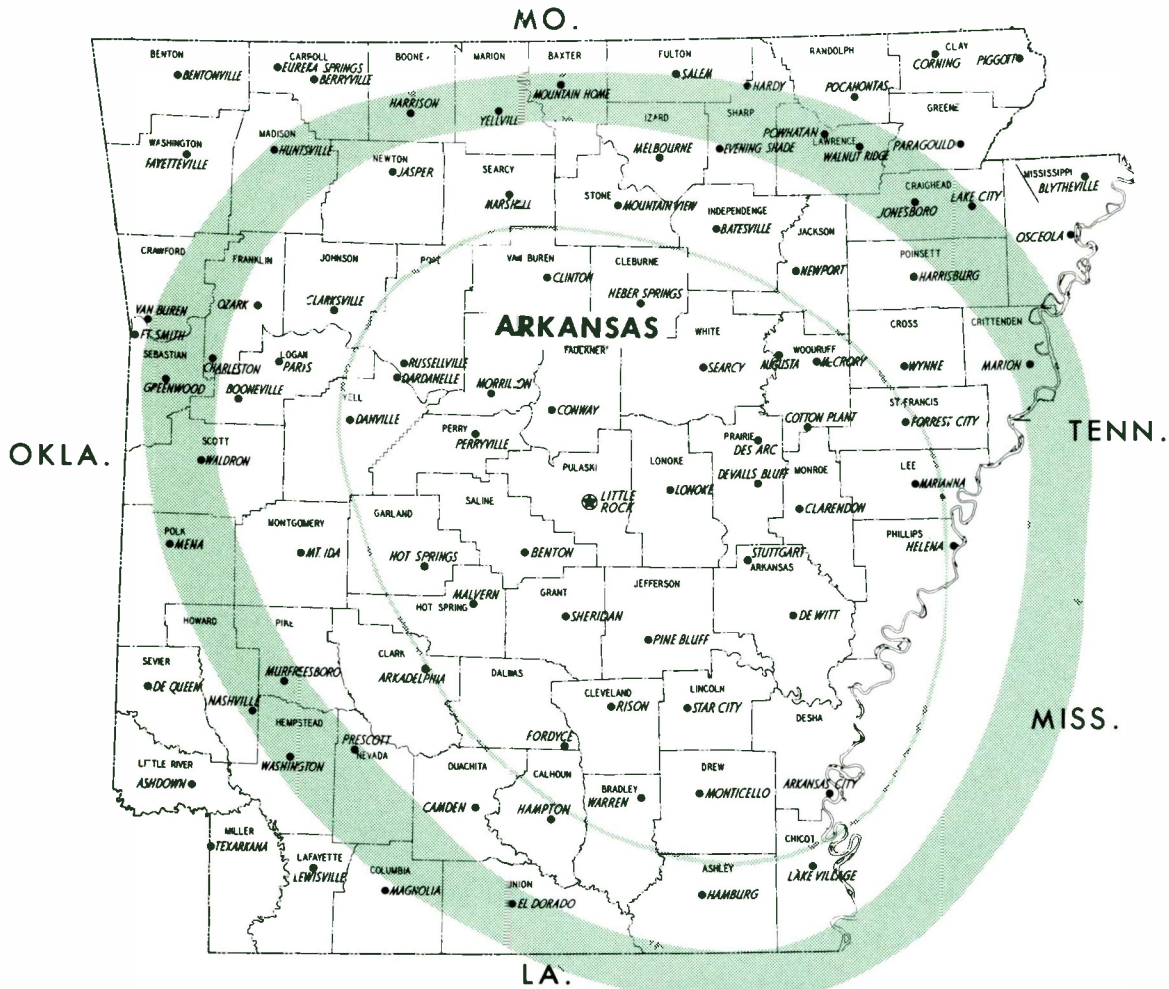
\$1.00 Added to earned spot rate between 6:00 - 9:00AM weekdays.

NO. TIMES	PROGRAM RATES (PER YEAR)			
	1 HOUR	1/2 HOUR	1/4 HOUR	5 MIN.
1-51	\$50.00	\$30.00	\$15.00	\$8.00
52-155	\$40.00	\$18.00	\$10.00	\$6.00
156-312	----	\$12.00	\$7.00	\$3.00

3/4 OF 1% CHARGE  
ADDED TO ALL ACCOUNTS  
90 DAYS OLD

CONTENT AND LENGTH OF COMMERCIAL COPY GOVERNED BY CODE OF NATIONAL ASSOCIATION OF BROADCASTERS.

...and it's happening to nearly  
**TWO MILLION PEOPLE**

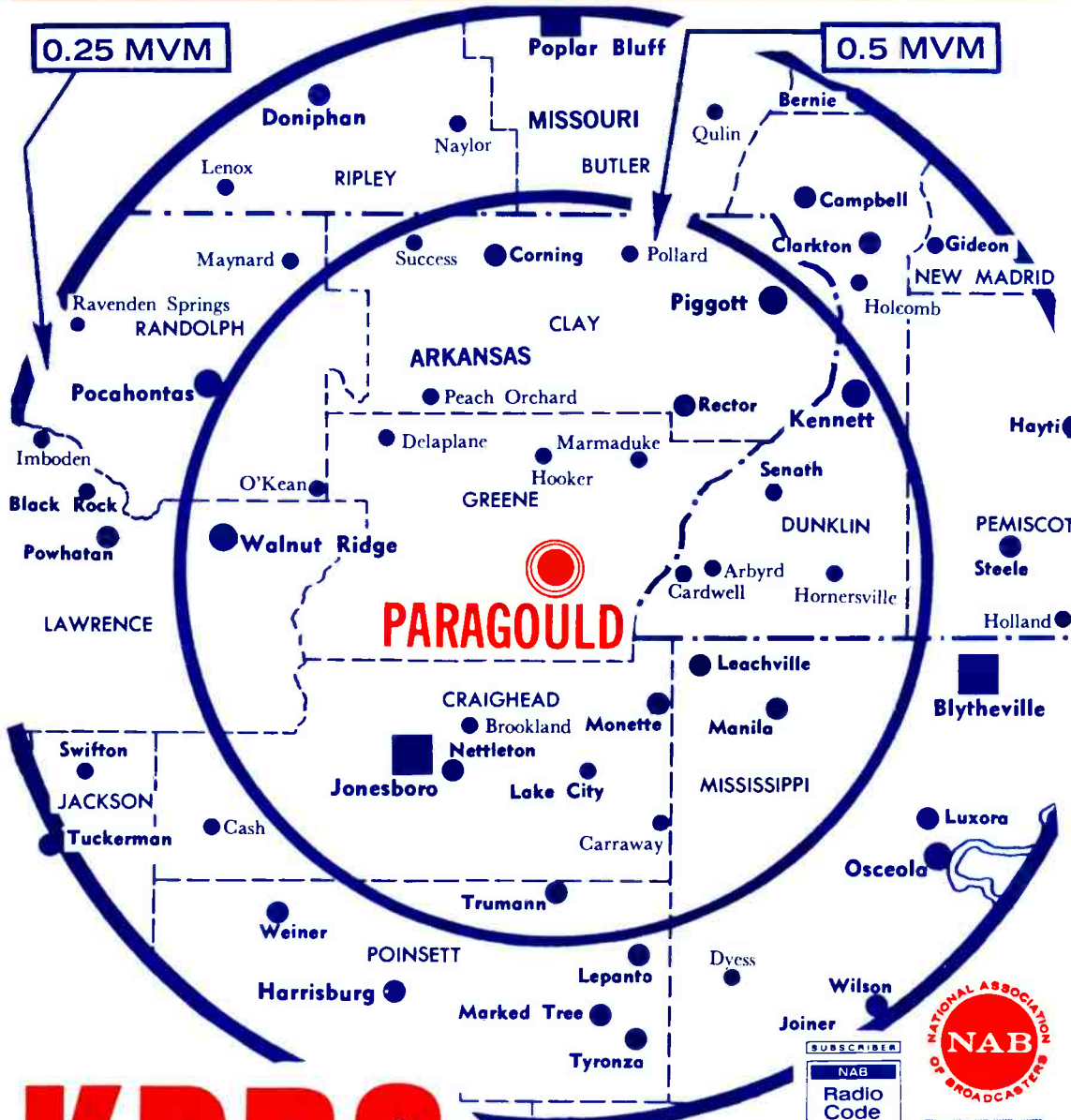


**KLRA**

THE <sup>10,000</sup> WATT VOICE OF  
**ARKANSAS** 

REPRESENTED NATIONALLY BY RADIO  
 TV REPRESENTATIVES, INC. ■ OFFICES IN  
 ■ NEW YORK ■ CHICAGO ■ LOS ANGELES  
 ■ SAN FRANCISCO ■ BOSTON ■ ATLANTA  
 ■ SEATTLE 

# Sound Salesmanship in Northeast Arkansas since 1947



**PARAGOULD**, serving northeast Arkansas and southeast Missouri, is located along the eastern slope of Crowley's Ridge. Crowley's Ridge State Park has the second highest attendance of all state parks in Arkansas. Paragould, with a population of 10,800, is the county seat of Greene County.

**GREENE COUNTY**, with a population of 25,000 . . . is a strong farming area with major farm income from cotton, soybeans and rice.

Twenty-four manufacturing and processing industries are located in Greene County, with a total employment exceeding 3,500. Major industries include Emerson Electric Co., Darling Store Fixtures, Elk-Walker Shirt Mfg. Co., White Shoe Mfg. Co., Monroe Auto Equipment Co., and Foremost Dairies processing plant.

Crowley's Ridge College, a privately-controlled co-educational junior college, is located in Paragould. Arkansas State University, Jonesboro . . . is 20 miles distant from Paragould.

**NEWS** . . . Heavy emphasis is on local and area news plus weather, farm news and public service features . . . Associated Press world news wire.

**MUSIC** . . . gospel in the morning; a pleasant mixture of Easy Listening and past hits and a good mix of Country during the day . . . and "Hot 100" nighttime.

**SPORTS** . . . complete coverage of local basketball and football; both University of Arkansas and Arkansas State University football; ASU basketball PLUS St. Louis Cardinals baseball.

# KDRS

PARAGOULD, ARKANSAS

Human, Happy and Helpful!

1490 Khz

1000 WATTS

250 Watts Nites

T. M. Self and Maxine S. Rand  
Co-Owners

Lloyd Emmert Jr., Manager  
Postal Box 117

Phone (501) 236-7627

Paragould, Arkansas

72450

Regional Representative:  
**C. K. Beaver & Associates**  
Memphis, Tennessee

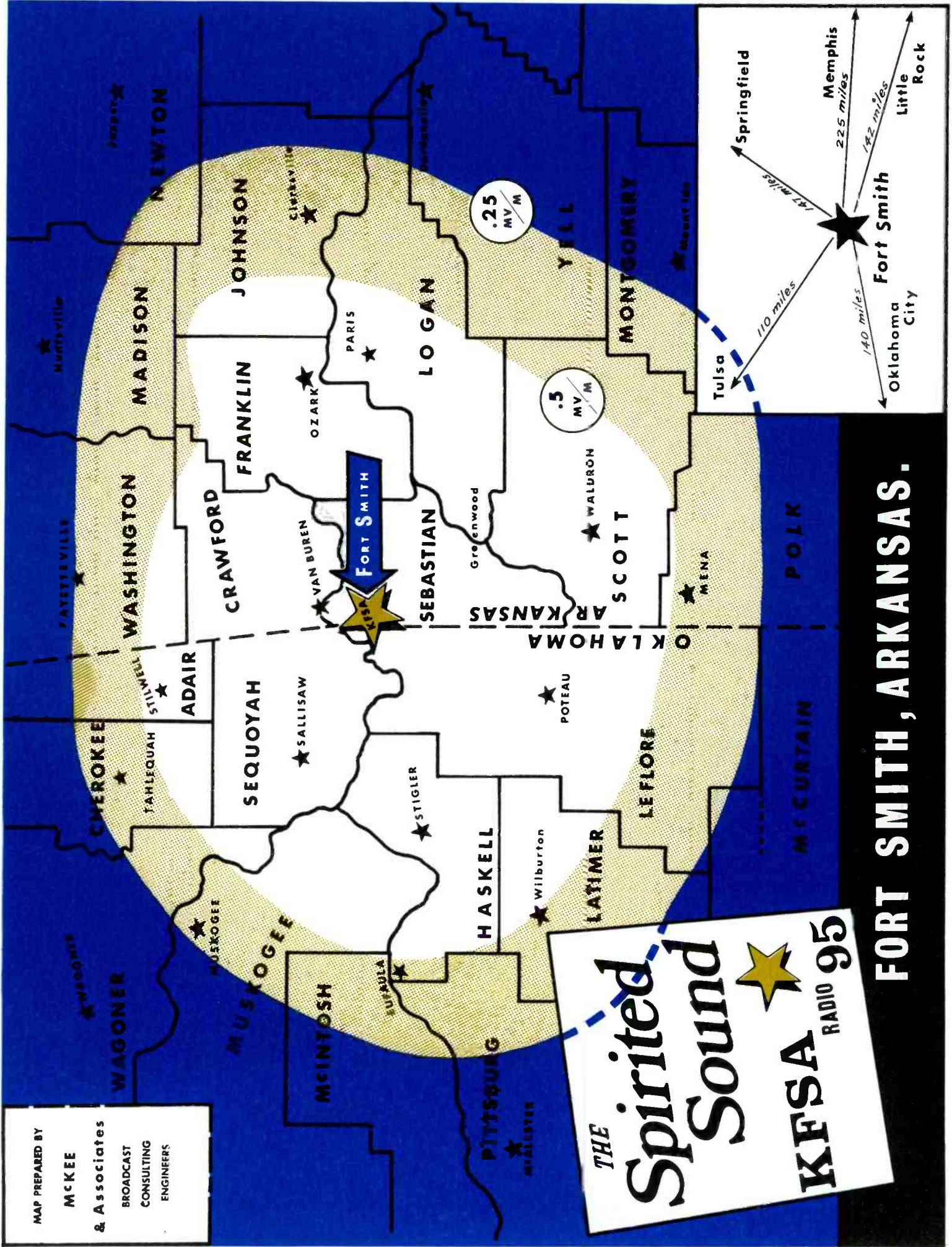


### Market Data:

	0.5 MVM Coverage	0.25 MVM Coverage
Population . . . . .	124,240	302,180
Households . . . . .	41,620	95,210
Radio Homes . . . . .	40,930	93,920
Private Autos . . . . .	46,280	99,390
Farm Population . . . . .	21,200	49,620
Spendable Income . . . . .	\$265,882,000	677,209,000
Total Retail Sales . . . . .	\$183,941,000	484,821,000
Food Stores . . . . .	\$ 35,564,000	89,104,000
Drug Stores . . . . .	\$ 5,483,000	13,299,000
Department Stores . . . . .	\$ 9,922,000	37,821,000
Apparel Shops . . . . .	\$ 8,222,000	18,663,000
Homefurnishings . . . . .	\$ 6,893,000	15,739,000
Auto Sales . . . . .	\$ 32,193,000	84,922,000
Service Stations . . . . .	\$ 19,220,000	39,305,000
Gross Farm Income . . . . .	\$125,993,000	372,920,000
Source: SRDS Consumer Data 1972.		

Prepared by:  
**RADIO** Unlimited  
Pueblo, Colorado

MAP PREPARED BY  
**McKEE**  
 & Associates  
 BROADCAST  
 CONSULTING  
 ENGINEERS

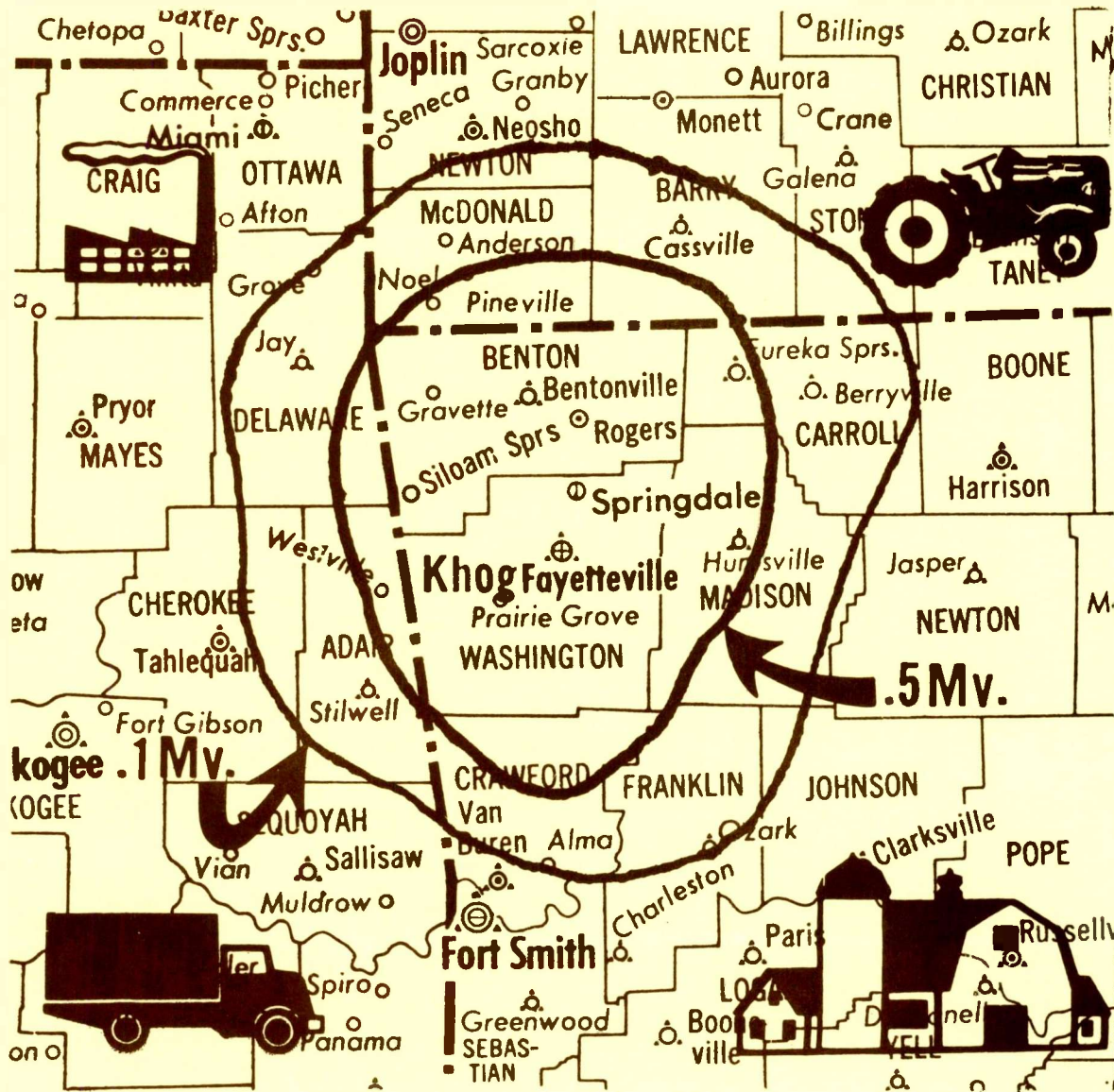


THE  
**Spirited  
 Sound** ★  
**KFSA** RADIO 95

**FORT SMITH, ARKANSAS.**

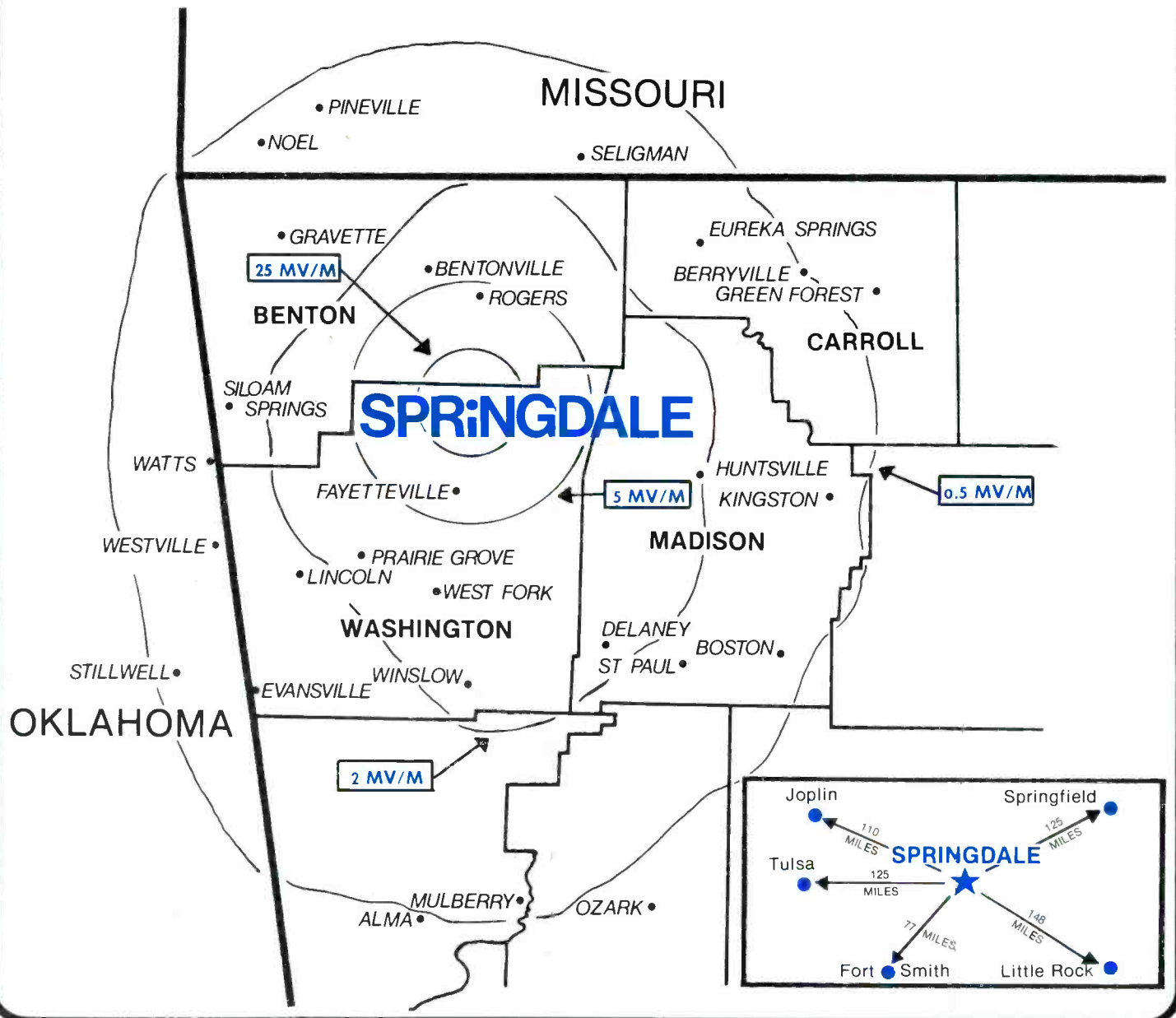
# Khog Coverage

1,000 Watts 1440Kc. Fayetteville, Arkansas  
Primary Area: .5Mv; Secondary Area: .1 Mv.



**39,369 HOMES** (SRDS '66)  
**127,045 PEOPLE** (.5Mv)

Contours MEASURED, Nems-Clarke F.I. Meter



MEMBER DONREY MEDIA GROUP

# KBR 1340

RADIO ... 1340

## SPRINGDALE, ARKANSAS

NORTHWEST ARKANSAS' ONLY FULLTIME AM STATION

NORTHWEST ARKANSAS' ONLY NETWORK STATION



American Information Radio Network

RATE CARD NUMBER 7

EFFECTIVE JUNE 1, 1974

PHONE 501-751-4675

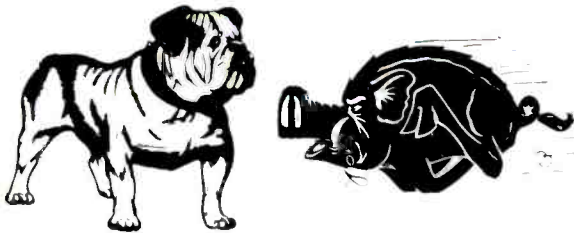
# KBRS 1340 RADIO

## RATE CARD NUMBER 7

EFFECTIVE JUNE 1, 1974

Times	60 Sec.	30 Sec.
1	\$3.30	\$2.85
52	2.85	2.25
260	2.40	2.00
520	2.15	1.75

All Rates Are Net To Station



**BULLDOG AND RAZORBACK COVERAGE**

## PROGRAMS

1 Hour	30 Min.	15 Min.	5 Min.
\$35.00	\$20.00	\$10.00	\$5.50

### TALENT PROGRAMMING UPON REQUEST

#### Weekly Package Rate R.O.S.

30 - 30 Sec. must be used in 1 week \$75.00

50 - 30 Sec. must be used in 2 weeks \$87.50

#### Seconds Rate R.O.S.

\$1.25 ..... 10 Sec. Rate

\$1.45 ..... 15 Sec. Rate

Minimum of 20

#### Weather Checks — :15 and :45

\$18.00 Daily When Available

#### Community News — :25

\$18.00 Daily When Available

#### Remote Rates

\$40.00 Per Hour

\$150.00 Daily Participating

KBRS in Springdale, serving a Northwest Arkansas Community of Washington, Benton, Madison & Carrol Counties with a population of 161,000. Washington County is the third largest county in the state and Benton County the 6th largest county in the state.

Washington County ranks in the top 10 counties in median household income in the state. Source: Sales Management, Inc., Survey of Buying Power, 1973.

KBRS Broadcasts 19 hours a day, (5:00 AM to midnight), the only full time AM station in Northwest Ark. 1000 Watts daytime, 250 Watts night on 1340 KHz

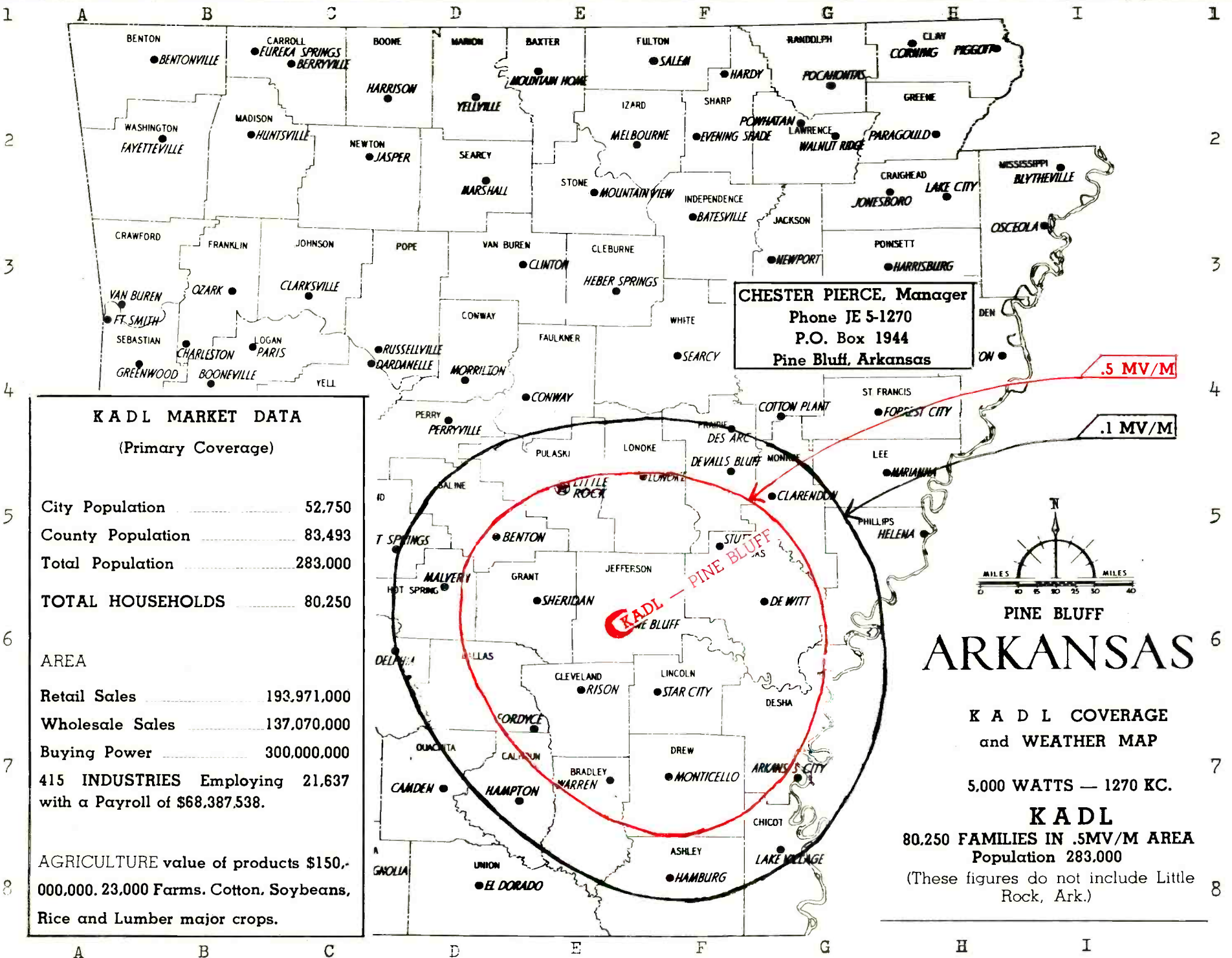
KBRS primarily features a family oriented station with "middle of the road" music and program features. KBRS is the only Major Network station in Northwest Arkansas, (ABC Information network), also highlighting local and University sports coverage and heavy community involvement

Represented by:  
McGavern-Guild, Inc.  
Magic Circle Network  
Keystone Network  
Broadcasters, Inc.

Phil Phillips, General Manager  
Curtis Horner, Asst. Manager & Sales Manager  
Howard Cook, Account Executive

Box 47  
Springdale, Arkansas 72764

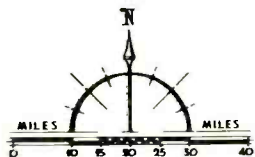
PHONE 501-751-4675



**CHESTER PIERCE, Manager**  
 Phone JE 5-1270  
 P.O. Box 1944  
 Pine Bluff, Arkansas

**.5 MV/M**

**.1 MV/M**



PINE BLUFF  
**ARKANSAS**

**KADL COVERAGE  
 and WEATHER MAP**

**5.000 WATTS — 1270 KC.**

**KADL**  
**80,250 FAMILIES IN .5MV/M AREA**  
 Population 283,000

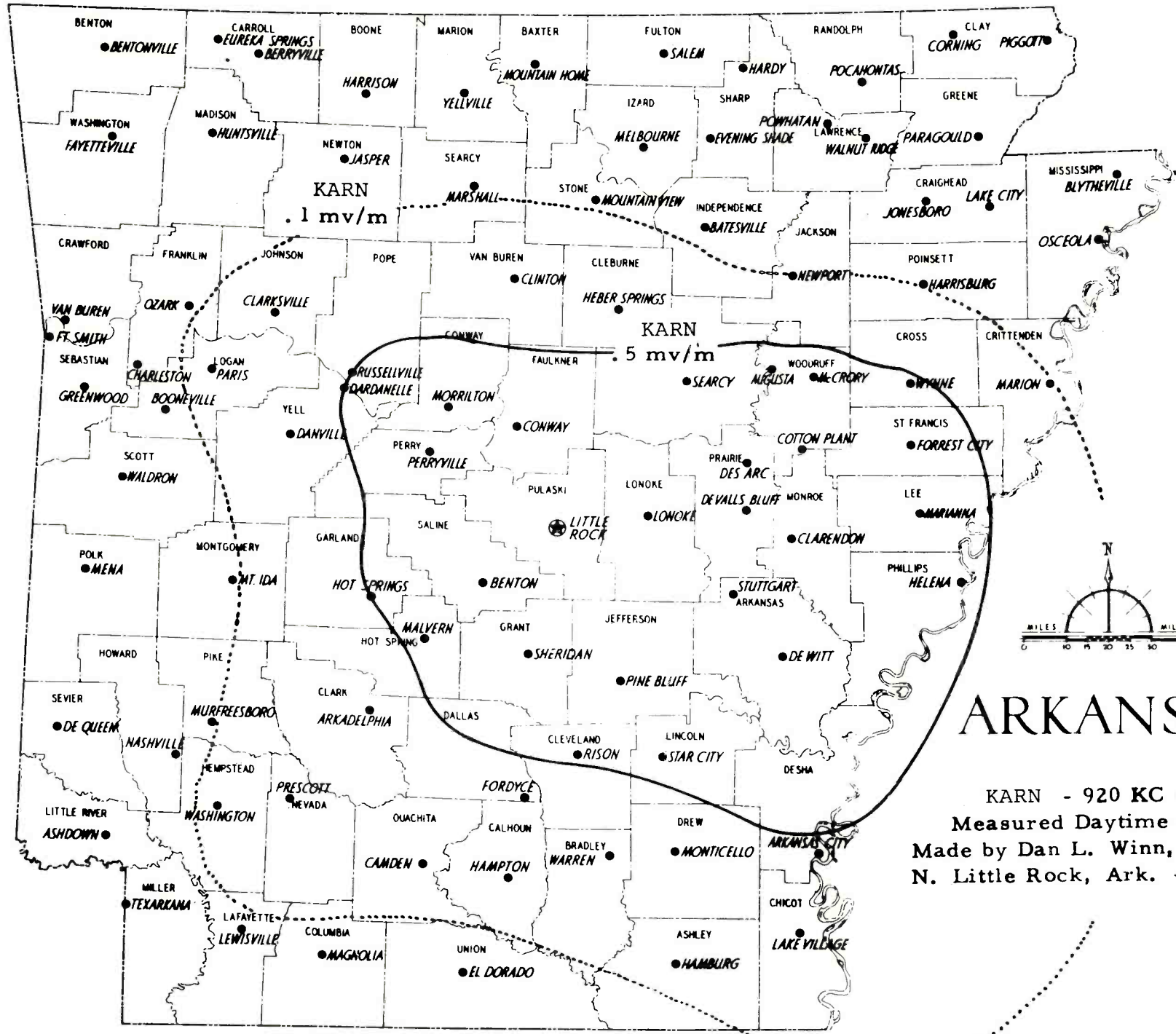
(These figures do not include Little Rock, Ark.)

**KADL MARKET DATA**

(Primary Coverage)

City Population	52,750
County Population	83,493
Total Population	283,000
<b>TOTAL HOUSEHOLDS</b>	<b>80,250</b>
<b>AREA</b>	
Retail Sales	193,971,000
Wholesale Sales	137,070,000
Buying Power	300,000,000
415 INDUSTRIES Employing 21,637 with a Payroll of \$68,387,538.	
AGRICULTURE value of products \$150,- 000,000. 23,000 Farms. Cotton, Soybeans, Rice and Lumber major crops.	





# ARKANSAS

KARN - 920 KC - 5 KW  
 Measured Daytime Contour  
 Made by Dan L. Winn, Radio Eng.  
 N. Little Rock, Ark. - May, 1952