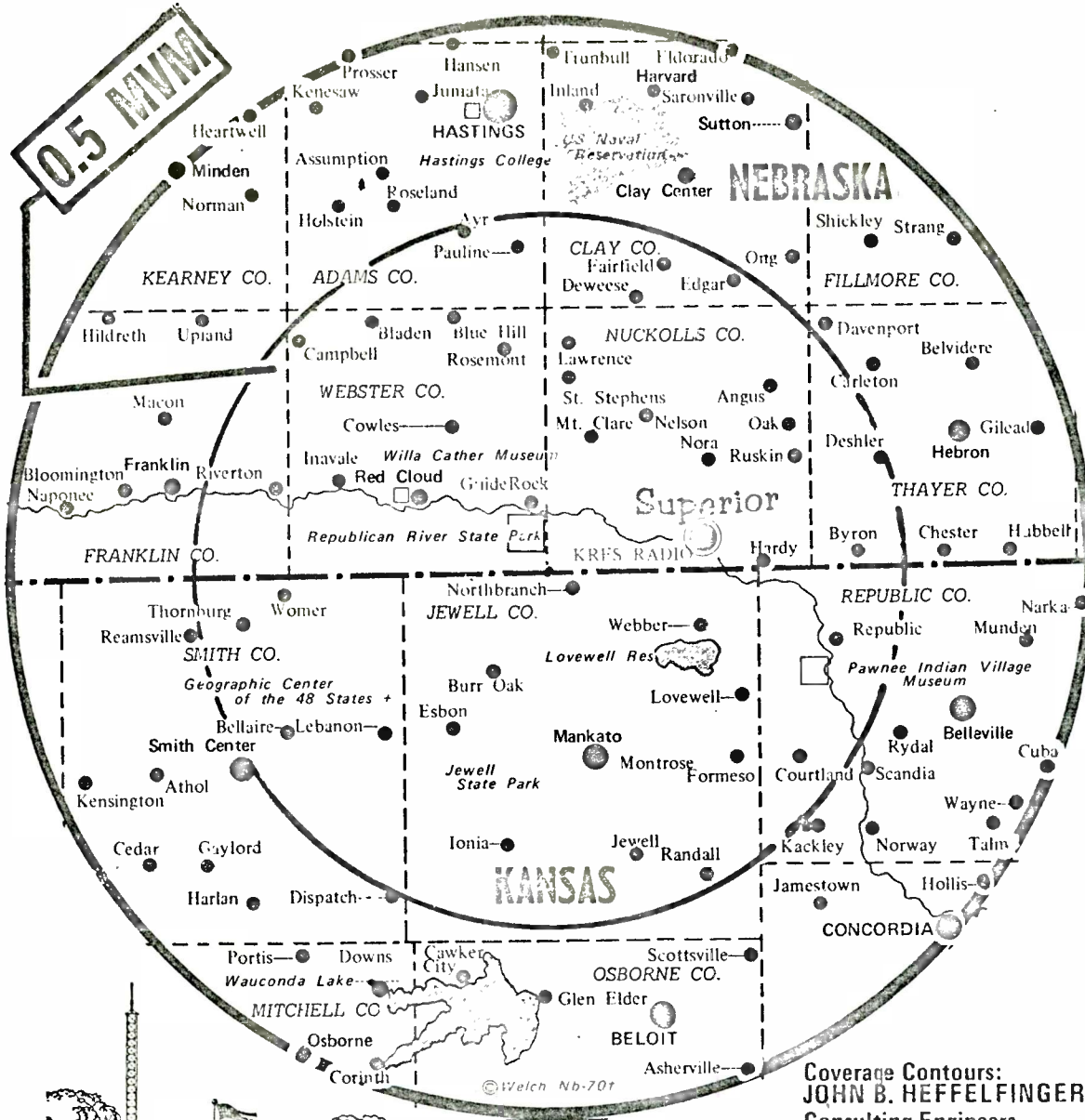


KOZN	
OMAHA, NEBRASKA	
660 KCS.	
POP. WITHIN .5 MV/M	1,131,600
POP. BETWEEN .5-.1 MV/M	3,980,393
TOTAL POP.	5,111,993

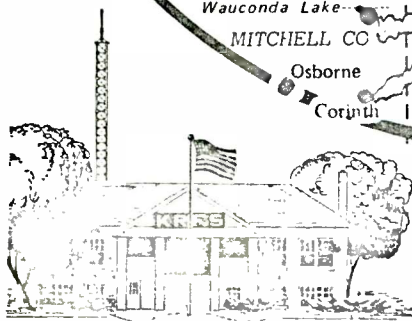
KRFS - Farm and Home Radio at 1600



Coverage Contours:
JOHN B. HEFFELFINGER
 Consulting Engineers
 Kansas City, Missouri

✱ Winner of the coveted
 Knights of ak-sar-ben
 Public Service Award.

Member Nebraska Broadcasters Association



KRFS
 The bright sound of
 Superior, Nebraska
1600 Radio
500 WATTS

VALLEY BROADCASTING CO
 Postal Box 100
 Phone 879-3207
 Superior, Nebraska
 68978

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	31,980	85,790
Households	11,200	28,070
AM Radio Homes	10,960	27,690
Auto Ownership	17,850	42,860
Farm Population	11,300	18,290
Spendable Income	\$ 97,833,000	254,948,000
Total Retail Sales	\$ 76,988,000	198,965,000
Food Stores	\$ 11,823,000	26,765,000
Drug Stores	\$ 1,882,000	5,986,000
Department Stores	\$ 6,831,000	19,937,000
Apparel Shops	\$ 2,004,000	8,912,000
Homefurnishings	\$ 3,114,000	8,218,000
Auto Dealers	\$ 12,199,000	36,749,000
Service Stations	\$ 7,890,000	17,823,000
Gross Farm Income	\$ 86,932,000	148,938,000

SOURCE: SRDS Consumer Data 1970. ©

a profile of SUPERIOR, NEBRASKA

SUPERIOR is located near the Nebraska-Kansas stateline in the fertile Republican River Valley and is served by US Highway 136 and Nebraska-Kansas Route 14.

SUPERIOR is in the center of rich irrigated farmlands and prosperous cattle ranches.

SUPERIOR'S principal industries include the Ideal Cement Company plant, Nebraska's largest cheese manufacturing plant, plus several smaller firms.

SUPERIOR is the hub of recreation and outdoor sports - alongside the Republican River and, nearby, the Lovewell Reservoir . . . providing fishing, boating, camping, hunting.

KRFS RADIO is the only radio station within a 50-mile radius of Superior -

KRFS RADIO provides primary radio service to five Nebraska counties plus three in Kansas programs a light, bright format aimed at the buy-conscious adult audience with emphasis on comprehensive coverage of the farm audience.

KRFS RADIO provides complete local sports coverage plus statewide news via the Cornhusker sports news plus games via the Cornhusker Sports Network.

Rate Card

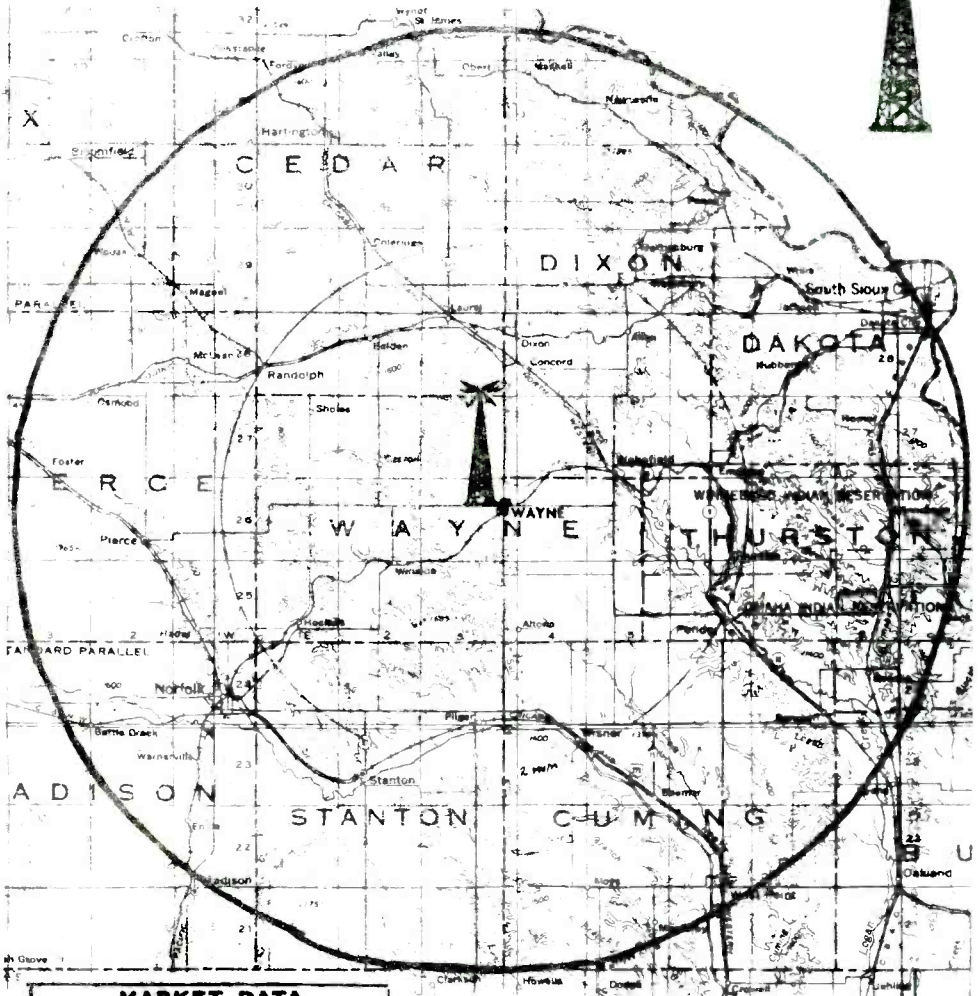
Times	1 Minute	30 Seconds
1	\$ 3.50	\$ 3.00
13	\$ 3.30	\$ 2.90
26	\$ 3.20	\$ 2.80
52	\$ 3.00	\$ 2.50
104	\$ 2.80	\$ 2.10
208	\$ 2.40	\$ 1.80
312	\$ 2.00	\$ 1.45
624	\$ 1.75	\$ 1.25

AGENCIES: Rates are NET

Prepared by: **RADIO Unlimited**

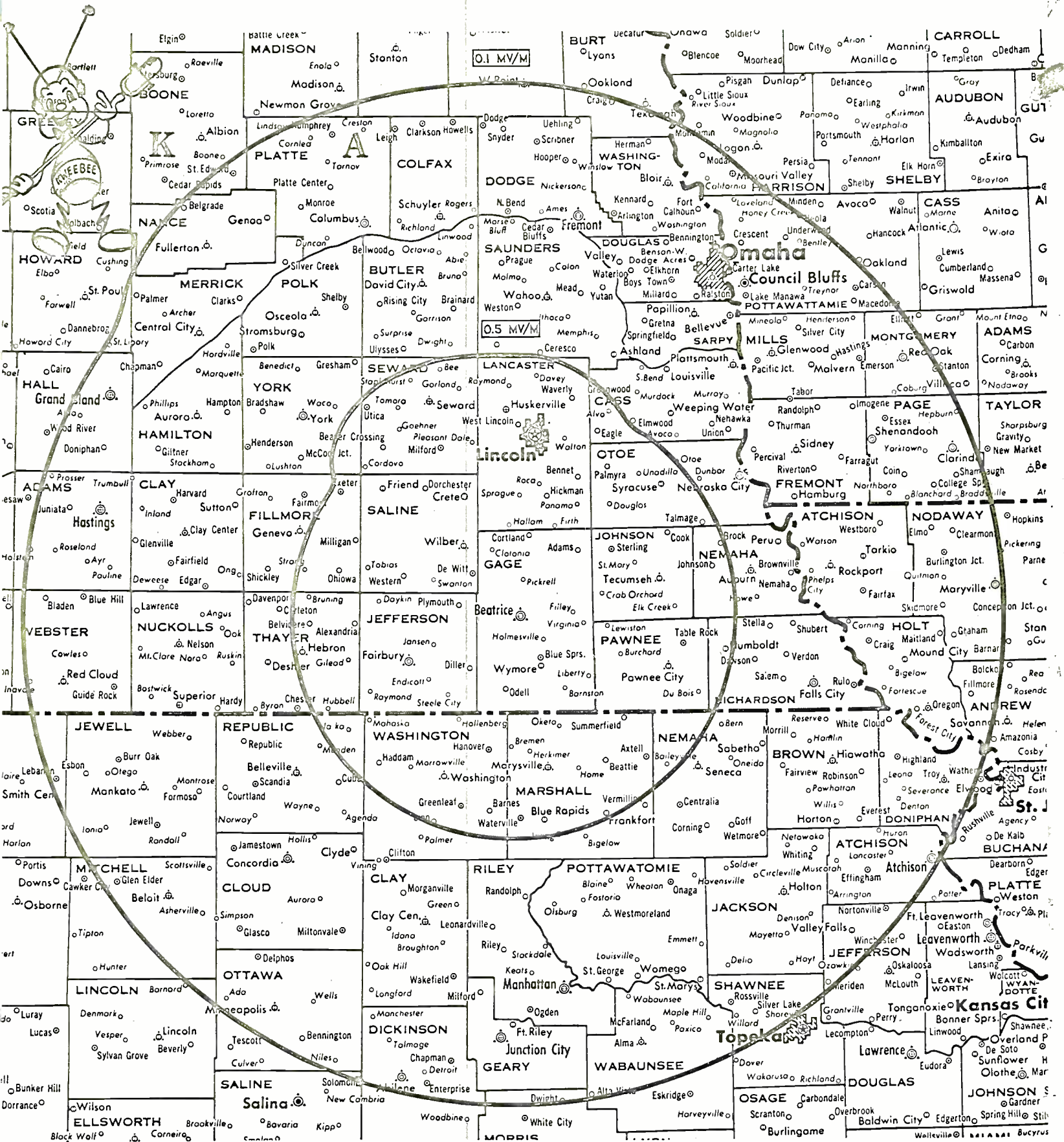
KTCH

WAYNE, NEBRASKA
KTCH Building



MARKET DATA	
Total Homes	137,450
% Radio Penetration	97.4
Radio Homes	134,700
Retail Sales	374,422,000

Representative



KWBE-AM

ONE OF THE KWEEBEE TWINS

1450 KCS.

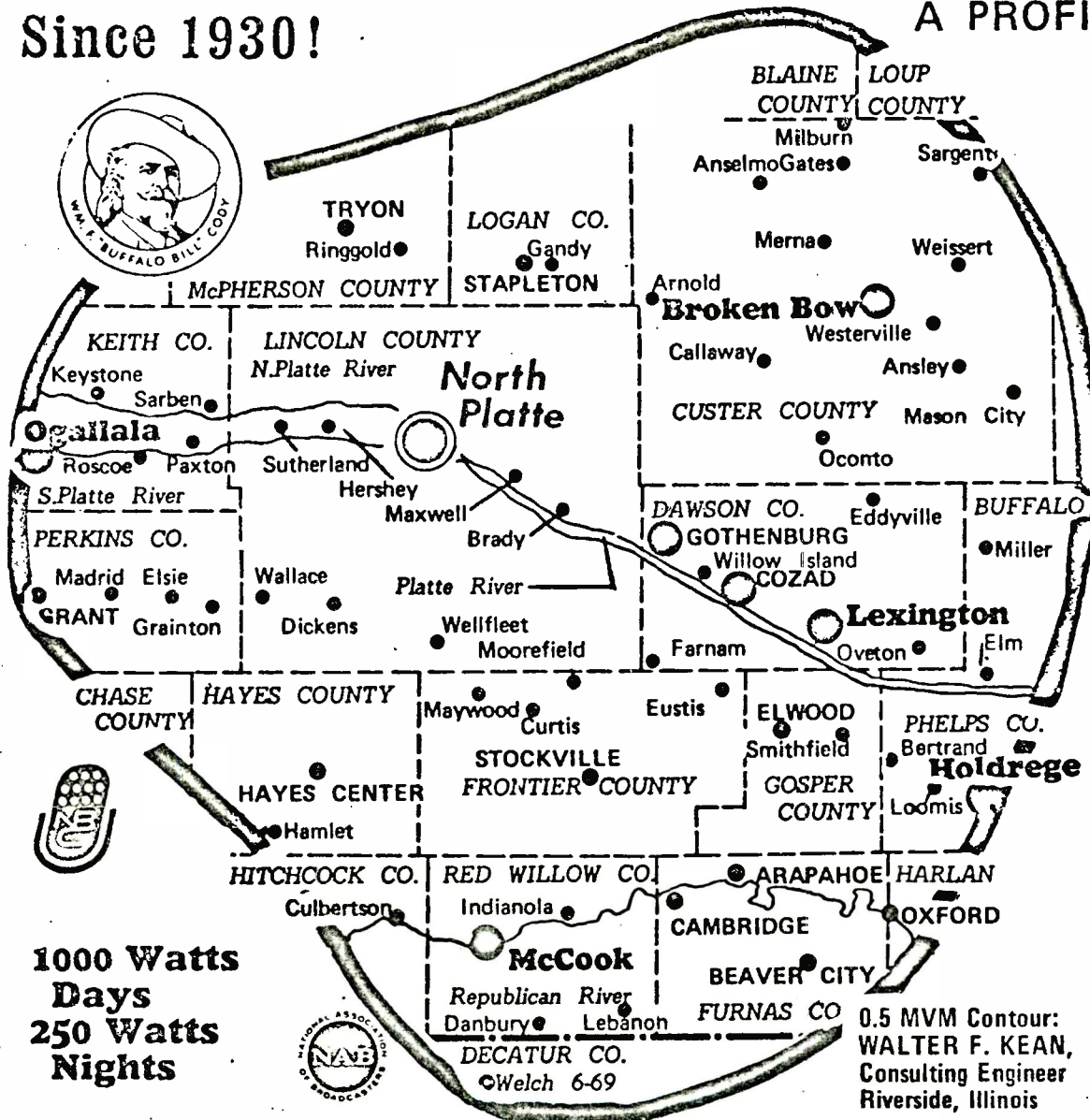
1,000 WATTS

BEATRICE, NEBRASKA

Since 1930!

A PROFILE OF

**North Platte
Nebraska**



NORTH PLATTE — situated in the lush valley at the confluence of the North and South Platte Rivers, seat of Lincoln County — has been an important trading center for more than 100 years.

NORTH PLATTE is at the juncture of US Highways 30, 83, and Interstate 80; it is served by Frontier Airlines, with six flights daily; 26 bus departures daily; and is on the mainline of the Union Pacific Railroad. North Platte has UP's huge Retarder/Classifier fully-automatic freight yards which employ 1,300 persons.

NORTH PLATTE has more than 350 retail and service firms; 24 wholesale firms; and 39 manufacturing and processing firms. Leading manufacturers include Central Nebraska Packing Company, Fairmont Foods, and North Platte Packing Company.

Founded in 1930, **KODY** was named for famous Buffalo Bill Cody, whose Scouts' Rest Ranch is at North Platte.

KODY'S 14-county coverage is a most-important agricultural market extending over an area of 14,282 square miles — comprising 19% of Nebraska's total land area — with six major crops: corn, wheat, sorghum, alfalfa, potatoes and hay. Also — the **KODY** coverage is a tremendous livestock-producing area. Long-time **KODY** staffer Ed Launer is our widely-known Farm Service Director.

More than 39 years of radio service has made **KODY** a commanding voice in western Nebraska — a voice well-qualified to tell your client's story to the greater North Platte urban and rural market.

Represented by:

McGavren-Guild/PGW Radio, Inc.
In Nebraskaland: Paul Abels
In Denver: Bob Hix Company

**RADIO STATION
KODY**

A Nebraska Hometown Group Radio Station

**North Platte's
Oldest
FULL-TIME
Radio Station**

KODY RADIO, Inc.

Box 1085 Phone (308) 532-3344
Studios: 308 West 4th Street

NORTH PLATTE, NEBRASKA

Market Data:

	0.5 MVM Coverage
Population	124,980
Households	39,320
AM Radio Homes	38,440
Spendable Income \$	318,268,000
TOTAL RETAIL SALES \$	273,097,000
Food Stores \$	42,114,000
Drug Stores \$	8,322,000
Department Stores \$	19,783,000
Apparel Shops \$	11,083,000
Homefurnishings \$	9,863,000
Auto Dealers \$	40,182,000
Service Stations \$	28,122,000
Auto Ownership	61,230
Farm-Ranch Population	45,280
Gross Farm Income \$	297,932,000
Source: SRDS Consumer Data 1969.	

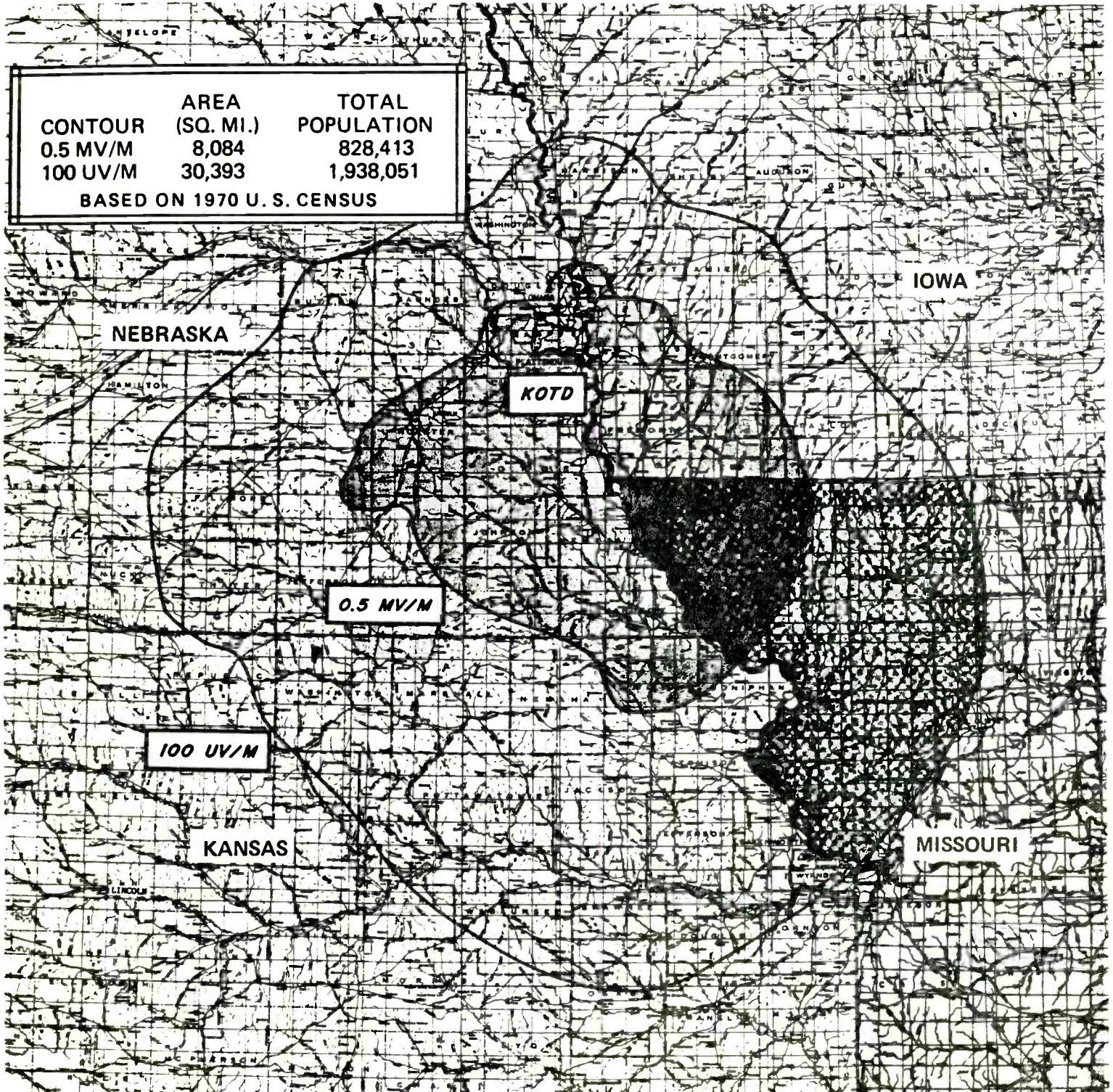
Prepared & Copyrighted by:
ALLIED CREATIVE SERVICES

Phone:
(402) 296-3366 Plattsmouth
(402) 342-7291 Omaha

P. O. Box 509
Plattsmouth, Nebraska
68048

RADIO K O T D STATION

Clear Channel 1000 KHz - "Keep One Thousand Dialed"

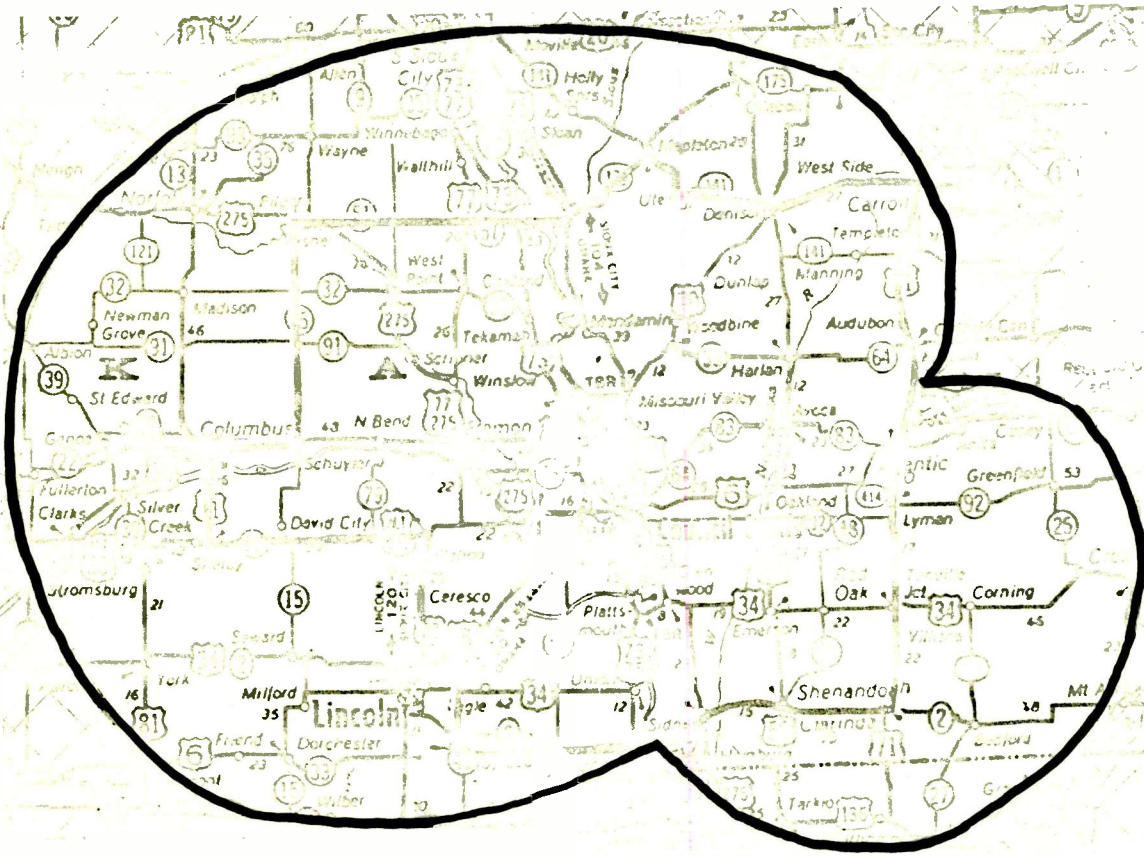


Raymond E. Rohrer Consulting Engineer
NEWS • SPORTS • MUSIC

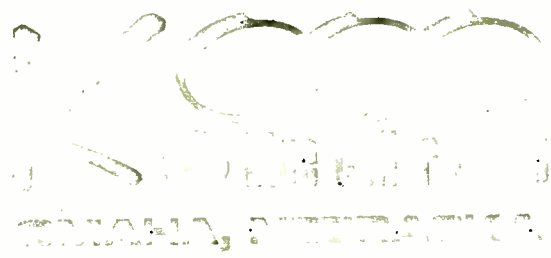
Coverage Contours October 1970

"YOUR COUNTRYPOLITAN STATION"

LISTENERS IN A FOUR STATE AREA OF THE GREAT MIDWEST



A
**MACK SANDERS
 STATION**
 "Home of the
 Personalities"



Phone 556-6700, Area Code 402
 Box 37 W.D. Omaha 31, Nebraska

JAMES TREAT, Vice Pres and General Mgr
 Mack Sanders, President
 Bert Early, Secretary-Treasurer
 M. Crawford Clark, Vice President



Lincoln's Music Station

1480 kc

P.O. BOX 1804 • LINCOLN, NEBRASKA • PHONE 489-3855

Date: _____

Dear Mr. _____:

This verifies your reception of KLMS on _____ at _____.

We have your report of reception on file and thank you for your trouble. Here are some other items you might be interested in knowing about KLMS.

KLMS was transmitting on _____ pattern at the time of your reception. KLMS is owned and operated by Lincoln Broadcasting Corp, P.O. Box 81304 (1025 South 84th Street), Lincoln Nebraska. Integrated operation with offices, studios, and transmitter at the same location.

Frequency: 1480 kc Wave Length: 202.7 meters, License: unlimited time-regional channel,

Power: 1000 watts day and night with separate day and night directional patterns

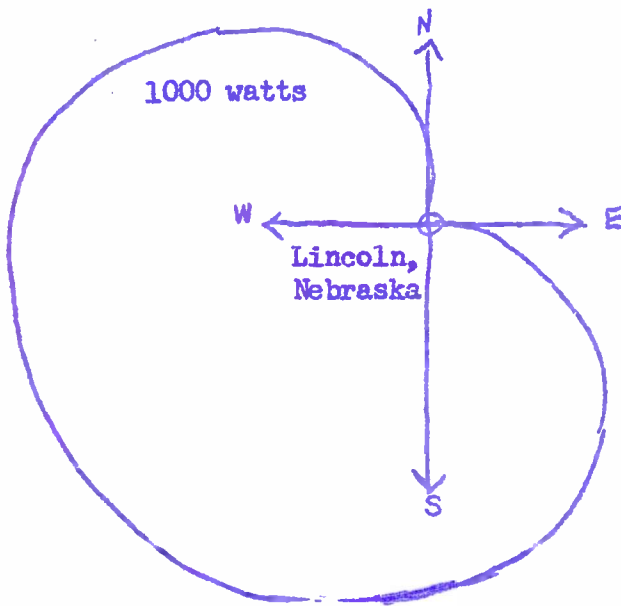
Transmitter: RCA type 1-K, Antenna: 5 guyed 200 test towers at 1025 South 84th Street

North Latitude: 40° 48' 27"

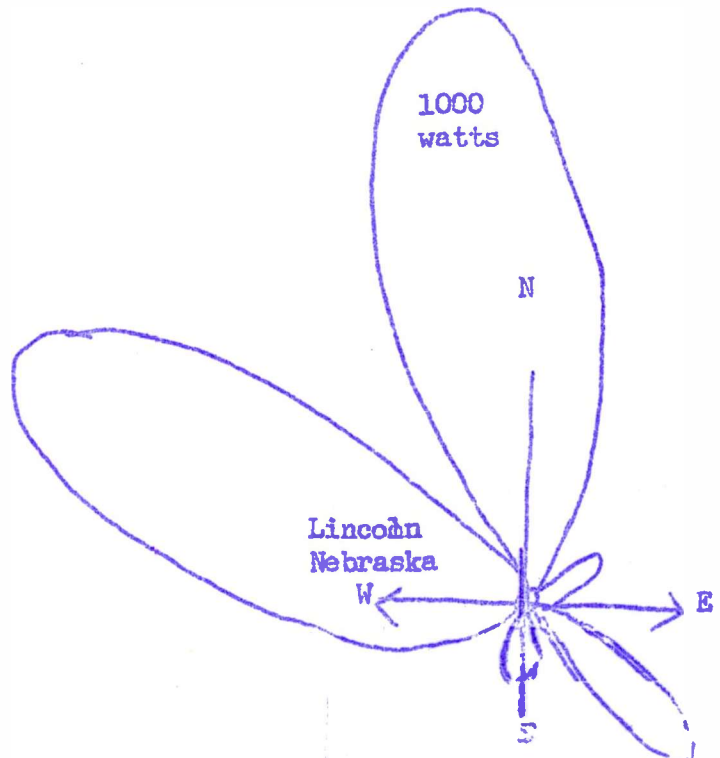
West Longitude: 96° 36' 27"

Hours: 24 hours a day except off 12 A.M. to 5:30 A.M. Monday

Basic programming: Top 50 and news



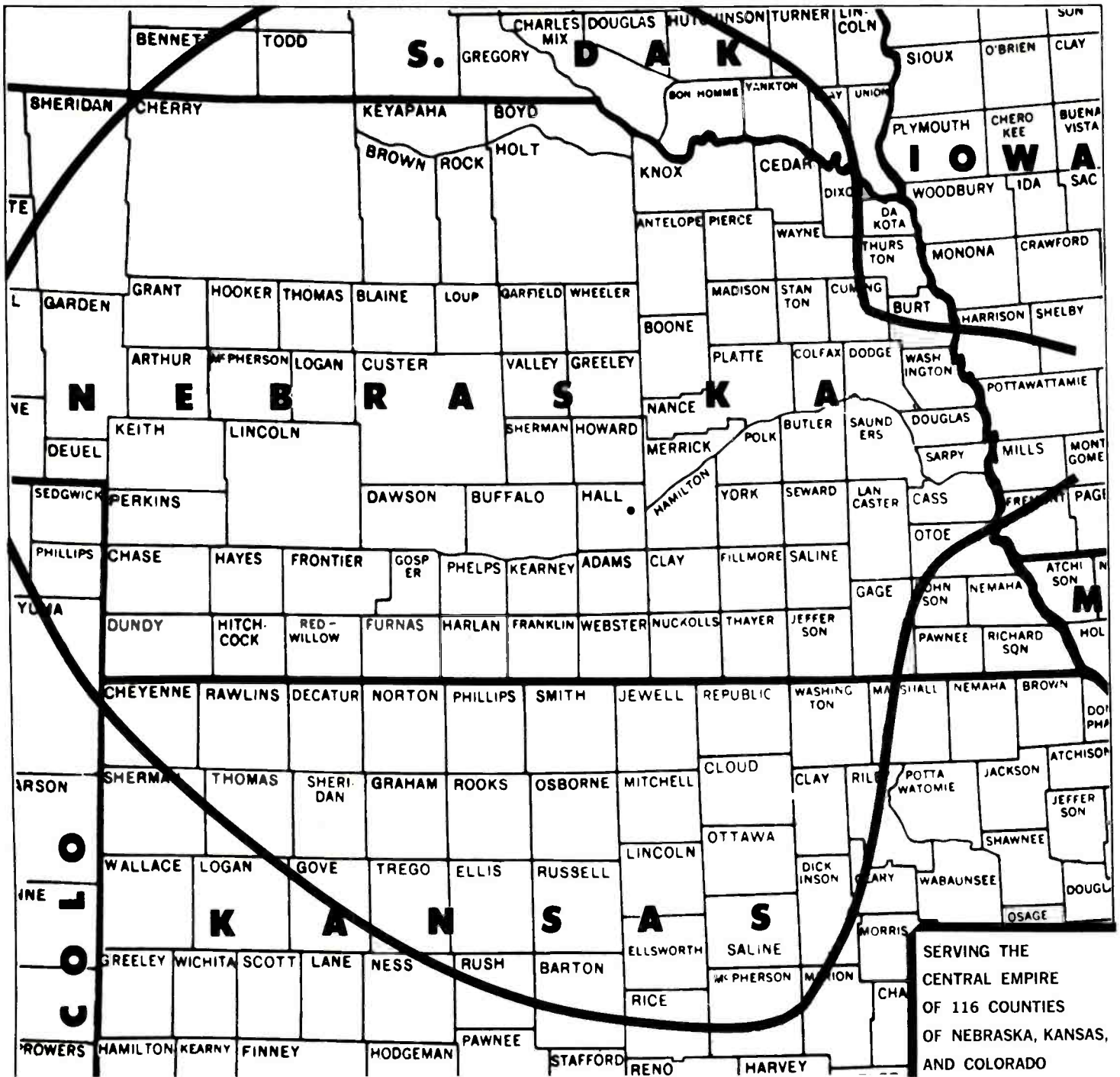
DAY PATTERN: 2 tower cardioid, null protecting northeast



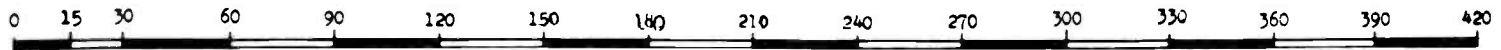
NIGHT PATTERN: 4 towers with lobes north, northwest, west-southwest, south-southeast

KMMJ INFORMATION

RADIO 75 • 10,000 WATTS • GRAND ISLAND • NEBRASKA

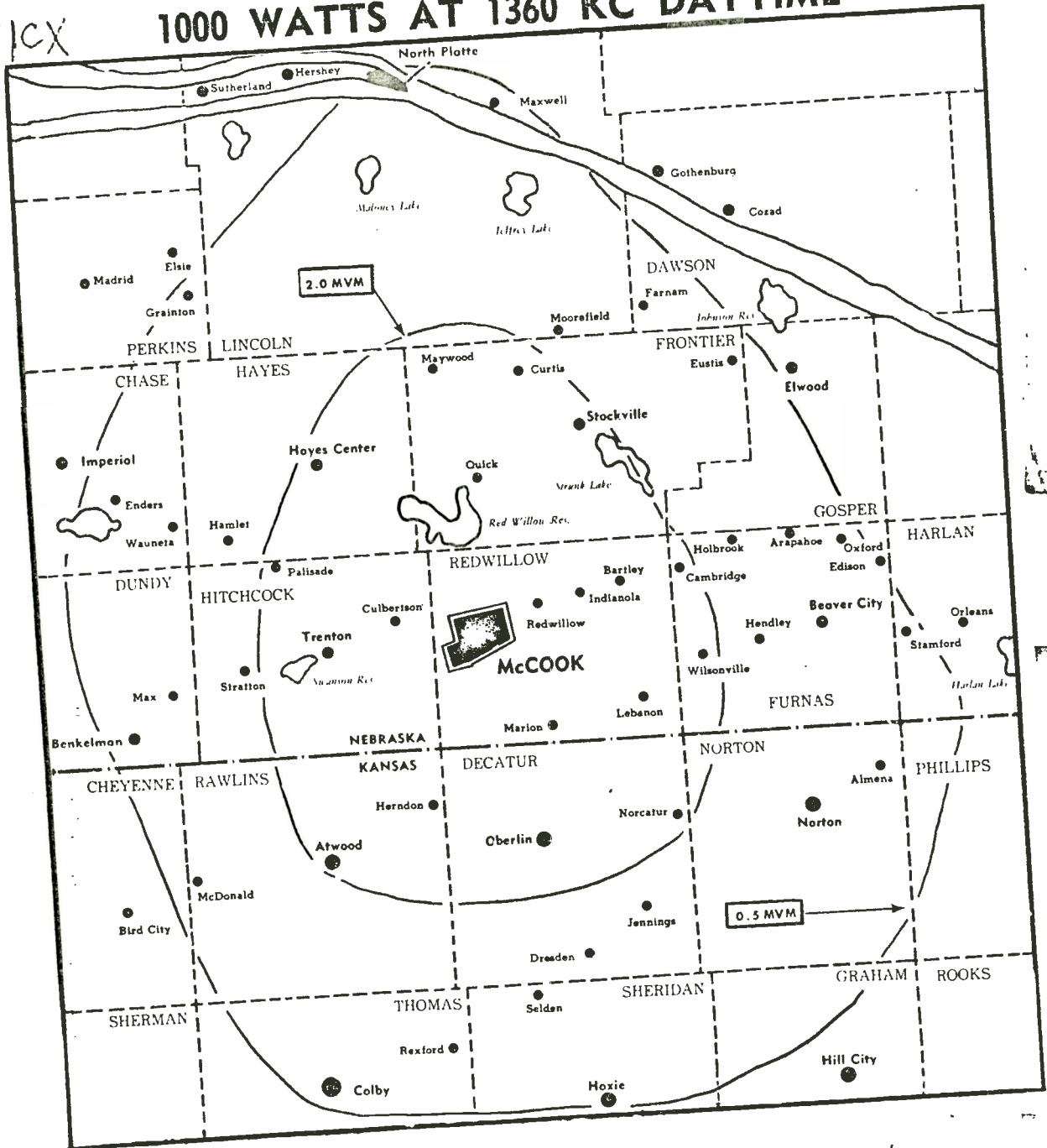


SERVING THE
CENTRAL EMPIRE
OF 116 COUNTIES
OF NEBRASKA, KANSAS,
AND COLORADO



KICX

1000 WATTS AT 1360 KC DAYTIME



KLIN

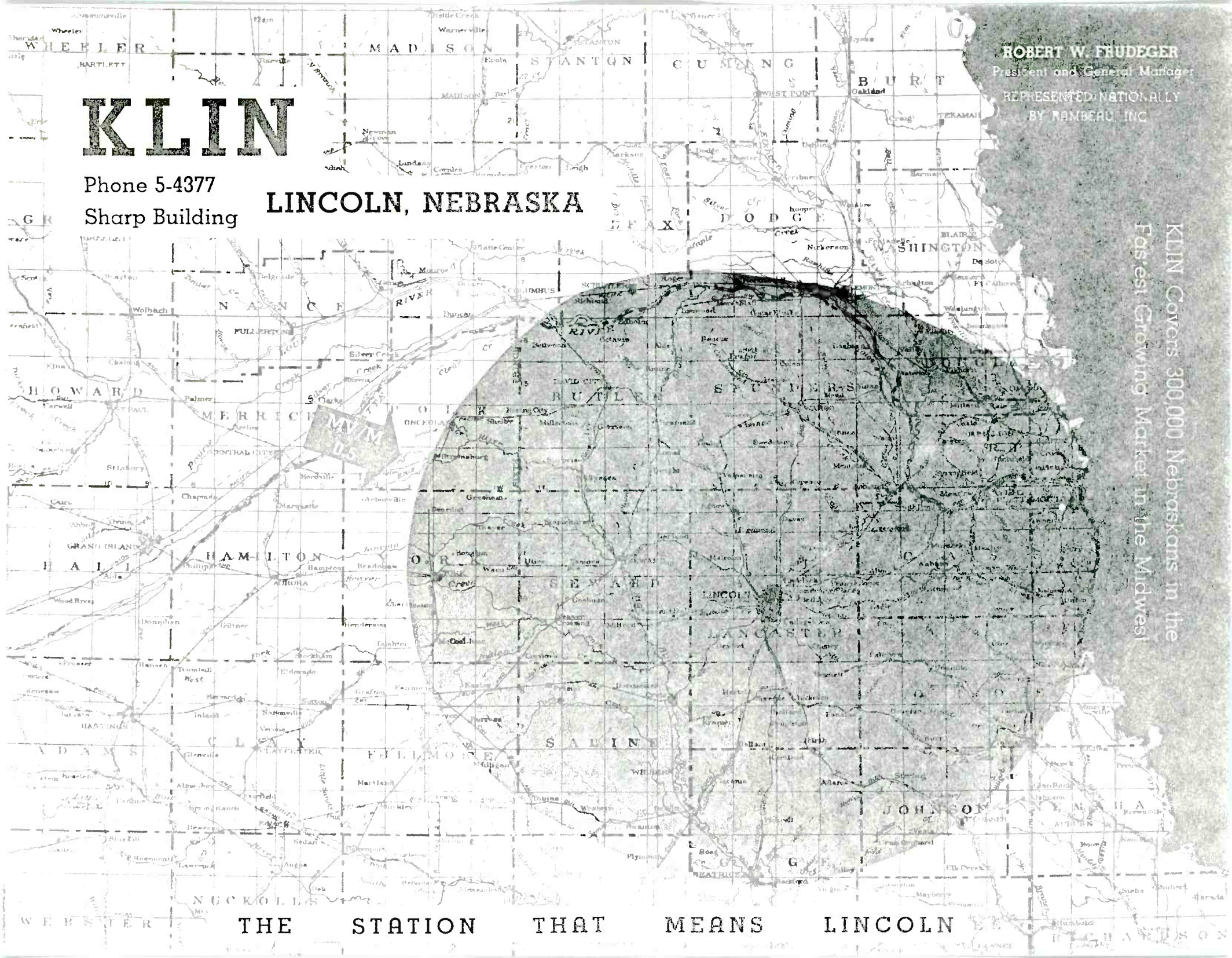
Phone 5-4377
Sharp Building

LINCOLN, NEBRASKA

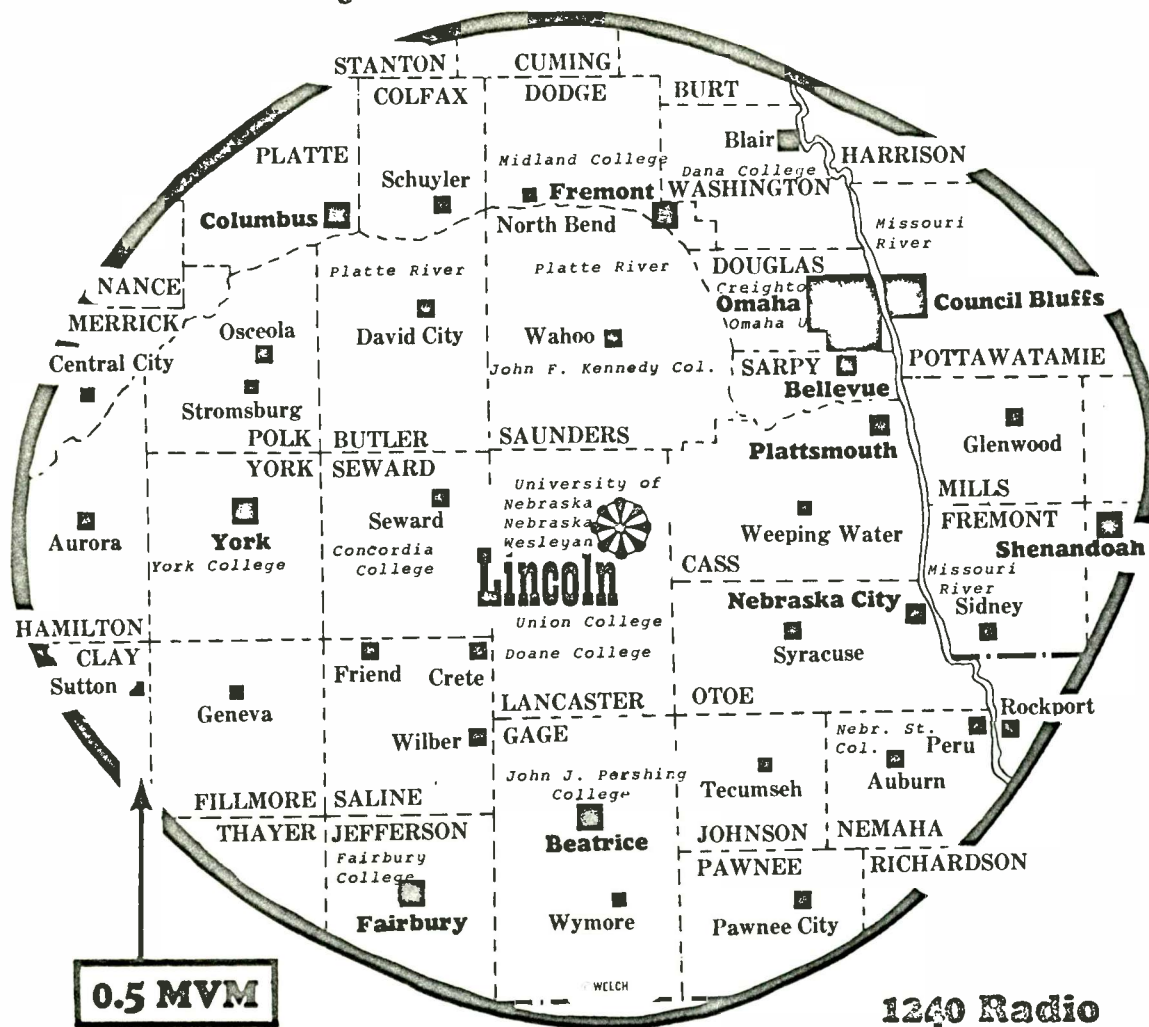
ROBERT W. FRUDEGER
President and General Manager
REPRESENTED NATIONALLY
BY RAMBEAU, INC.

KLIN Covers 300,000 Nebraskans in the
Forest Growing Market in the Midwest

THE STATION THAT MEANS LINCOLN



Serving Eastern Nebraska Since 1924. . . .



KFOR

Lincoln, Nebraska

COMBINING the best features of the American Information Radio Network with outstanding news, sports, farm and home coverage . . . plus a music format which includes today's best popular tunes along with the best of yesterday . . . KFOR RADIO presents well-rounded programming that makes it tops for the Greater Southeast Nebraska audience . . . and, a strong sense of community responsibility is evidenced by the station's editorials and its many continuing public service programs.

814 Stuart Building
PHONE: 432-6606

Lincoln, Nebraska 68501



**1240 Radio
1000 Watts
Daytime
250 Watts
Nighttime**

American
Information
Radio Network

Market Data:	0.5 MVM Coverage
Population	996,200
Households	304,610
AM Radio Homes	398,520
Spendable Income	\$2,642,916,000
Total Retail Sales	\$1,472,369,000
Food Stores	\$ 284,807,000
Drug Stores	\$ 41,855,000
Dept. Stores	\$ 214,492,000
Apparel Stores	\$ 78,336,000
Homefurnishings	\$ 80,956,000
Auto Sales	\$ 274,780,000
Auto Services	\$ 143,636,000
Autos-in-Use	444,700
Farm Population	95,900
Farm Income	\$ 806,039,000
SOURCE: SRDS Consumer Data	

LINCOLN . . . the capital city of Nebraska, covers an area over 50 square miles with a population exceeding 150,000 — 2nd in size in the state.

LINCOLN is a major retailing and wholesale center, with more than 2,100 business firms. Within its environs are the home offices of 34 insurance companies.

LINCOLN ranks high for its huge grain storage facilities with total capacity exceeding 60,000,000 bushels. The city is served by three airlines, five railroads and four buslines.

INDUSTRIALLY . . . Lincoln has developed a big industrial park on location of a phased-out SAC AF Base. The employment picture is good . . . with more than 77,000 wage earners including: Construction 3,300; Food manufacturing 3,200; Other manufacturers 6,300; Commerce & Utilities 5,000; Wholesalers and Retailers 12,890; Insurance-Finance 4,800; Services 11,000; Federal-State-Local Government 20,850.

LINCOLN is the home of the University of Nebraska; Nebraska Wesleyan University and Union College and various other professional and trade schools.

KFOR RADIO broadcasts with 1000 watts at 1240 kc daytime; 250 watts nighttime; non-directional . . . on the air from 5 AM to Midnight daily.

KFOR RADIO covers 26 counties which includes 32,830 farms which have in excess of 6,388,300 acres of cultivatable farmland.

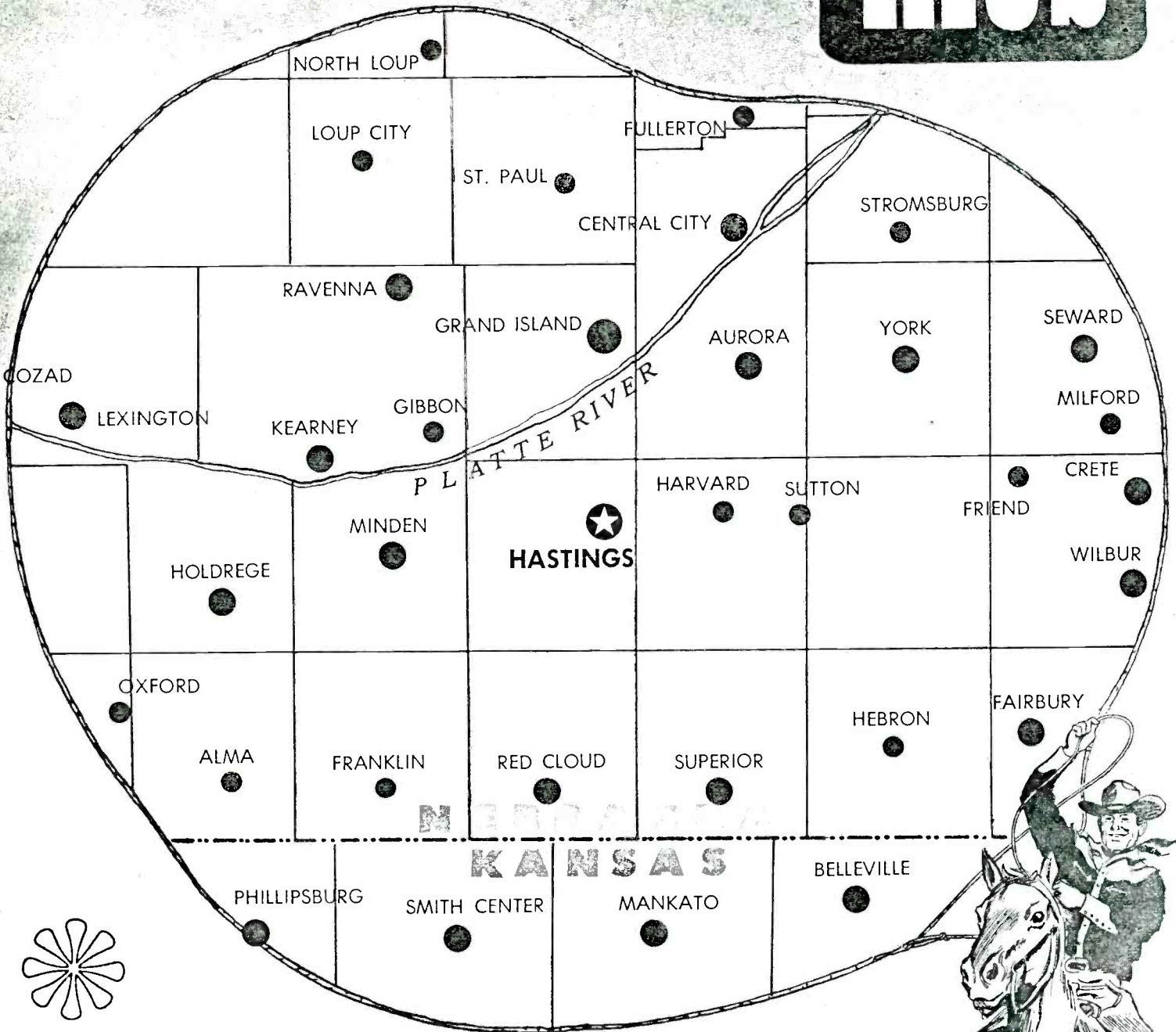
KFOR RADIO feels fortunate to have served Southeast Nebraska for over 40 years!

Nationally Represented by:
McGAVREN GUILD/PGW RADIO
Offices in Major Cities

Prepared & Copyrighted by:
ALLIED CREATIVE SERVICES

*** PEOPLE ARE SOLD ON**

KICS



RADIO KICS on route 6 sells people!

VARIETY RADIO

Fast moving radio highlighting, the best in pop music, outstanding sports coverage, in-depth local news reporting and two Mobile News Cruisers, plus AP wire service.

INFORMATION RADIO

Be informed on KICS's 1550 frequency. Everything you want to know about local weather, driving conditions, special local emergency situations — all are covered all the day long on KICS.



**The pioneer
tuned to the
space age sound!**

KICS

1550 KC 500 WATTS AM
93.5 MC 3000 WATTS FM

Owned and Operated by:

K BAR J, Inc. P. O. Box 198
500 J Street, Hastings, Nebraska

KEYR

COVERAGE MAP

KEY-Radio

690 KC

1000 Watts

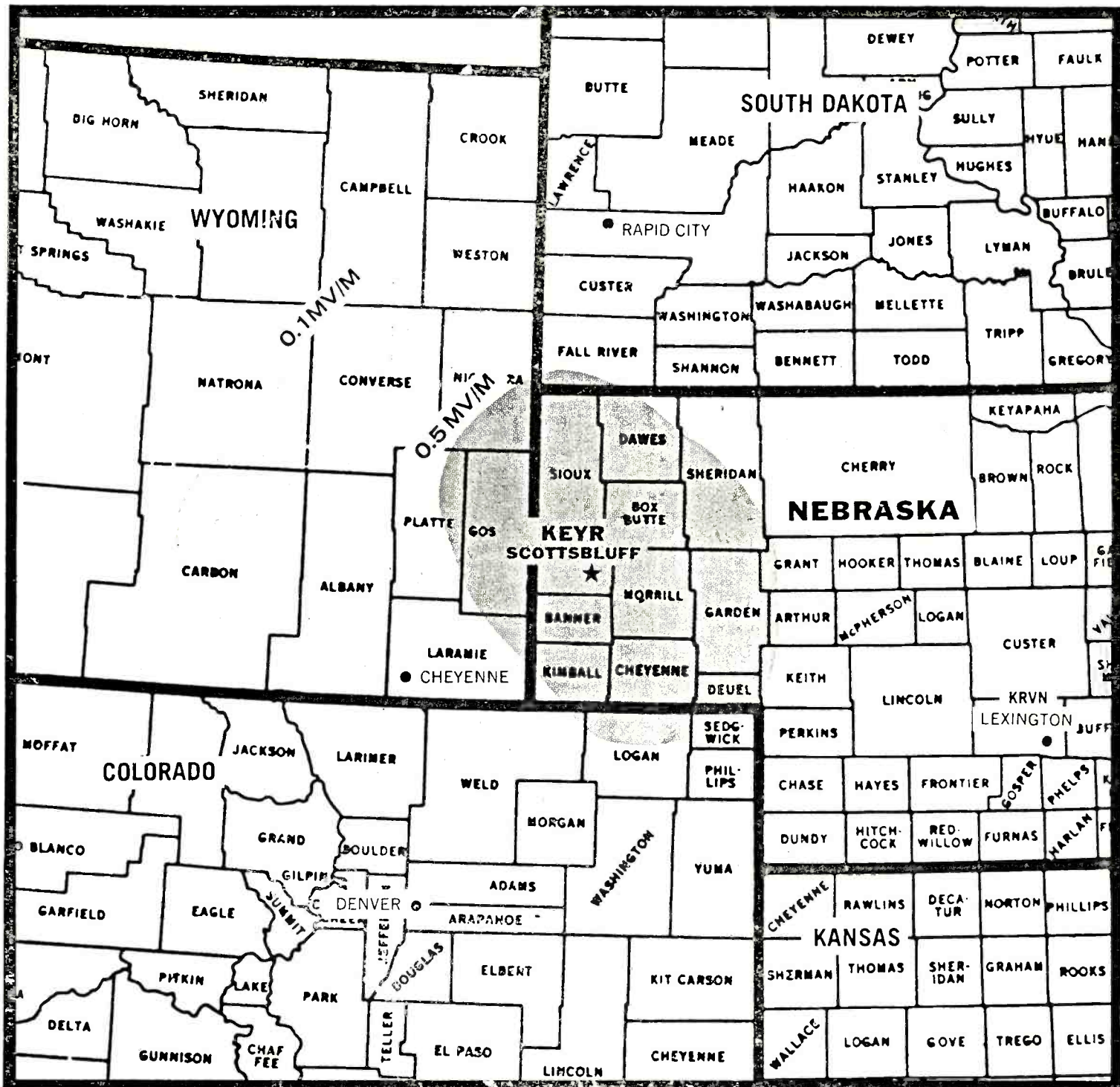
Scottsbluff,

Nebraska

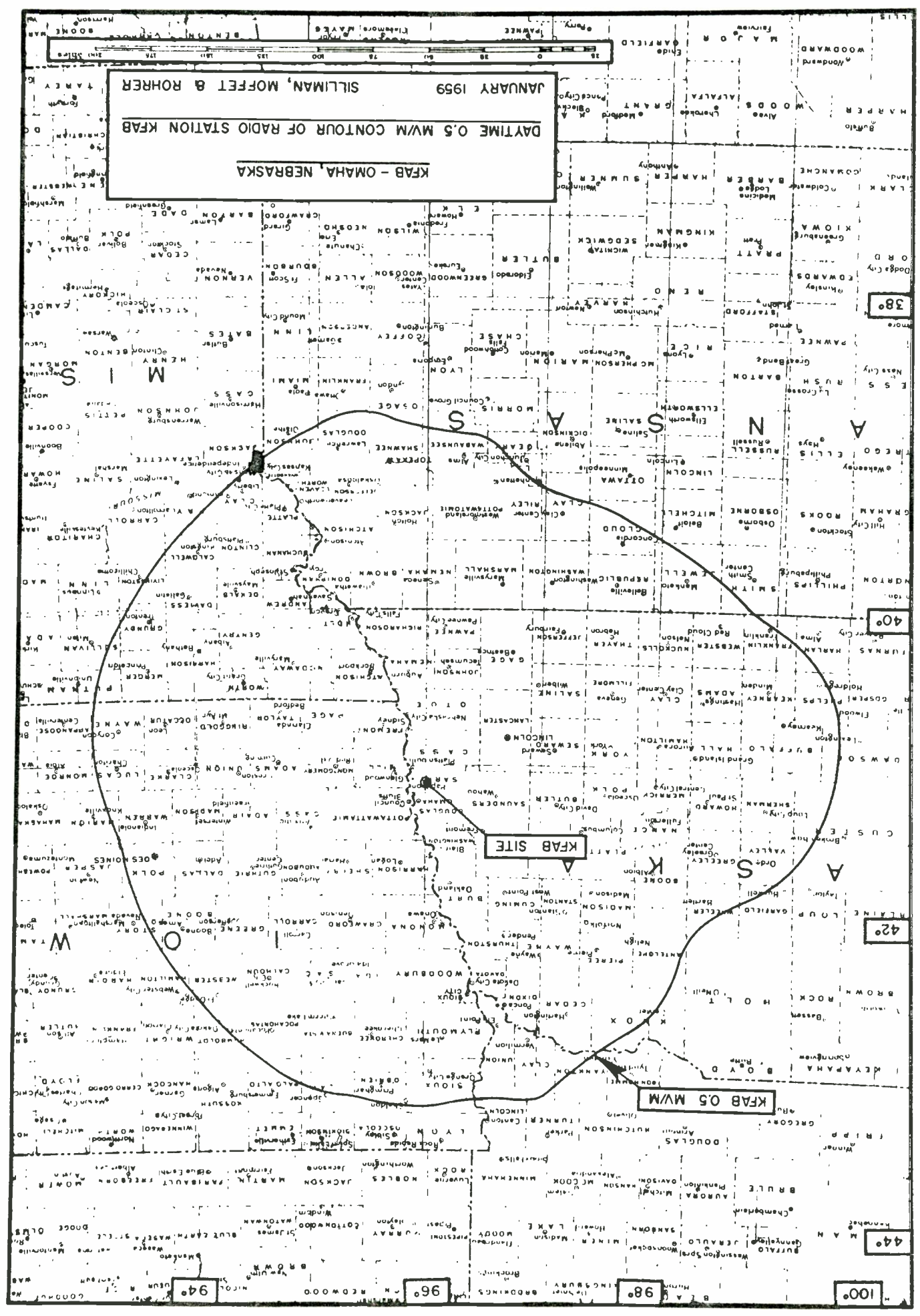
Phone (308) 632-4119

Affiliated with KRVN,

Lexington, Nebraska



JANUARY 1959
SILLIMAN, MOFFET & ROHRER
DAYTIME 0.5 M/WM CONTOUR OF RADIO STATION KFAB
KFAB - OMAHA, NEBRASKA



38°

40°

42°

44°

100°

98°

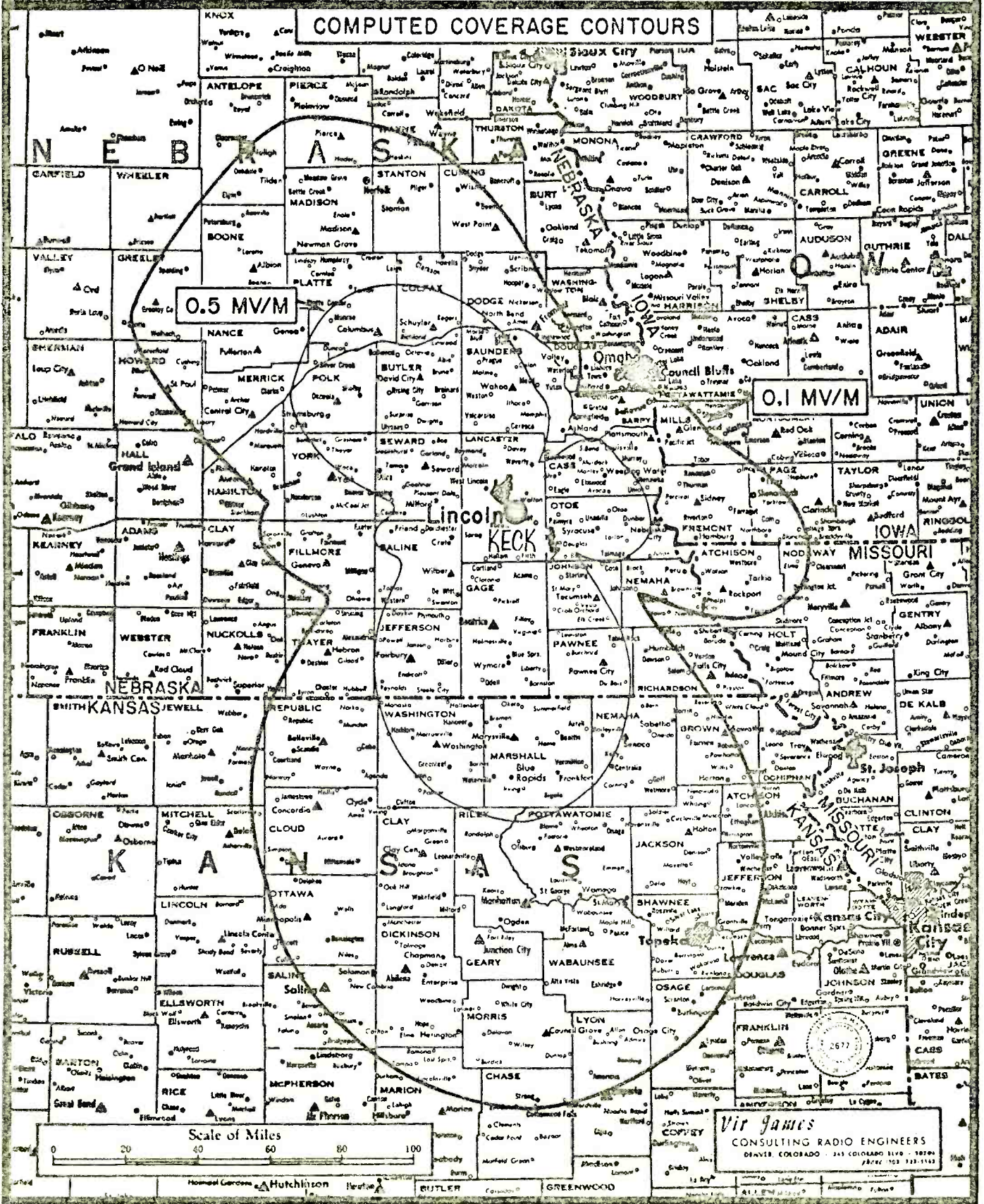
96°

94°

KECK

5000 watts ... 1530 kc/s

LINCOLN, NEBRASKA



Market Data

The City of Lincoln and Lancaster County has:

Population:	173,700
Number of Families:	53,500
Median Family Income:	\$8,649.00

Spending almost 230 million dollars for goods and food each year.

Food:	\$41,690,000.00
Automotive:	41,318,000.00
Building & Farm Eqmpt.:	18,995,000.00
Gasoline Service Station:	16,963,000.00
Drug Stores:	9,449,000.00
Home Furnishings:	9,295,000.00
Apparel, accessory:	13,480,000.00
Entertainment:	13,947,000.00

Within the KECK signal, there are FOUR TIMES as many homes and people:

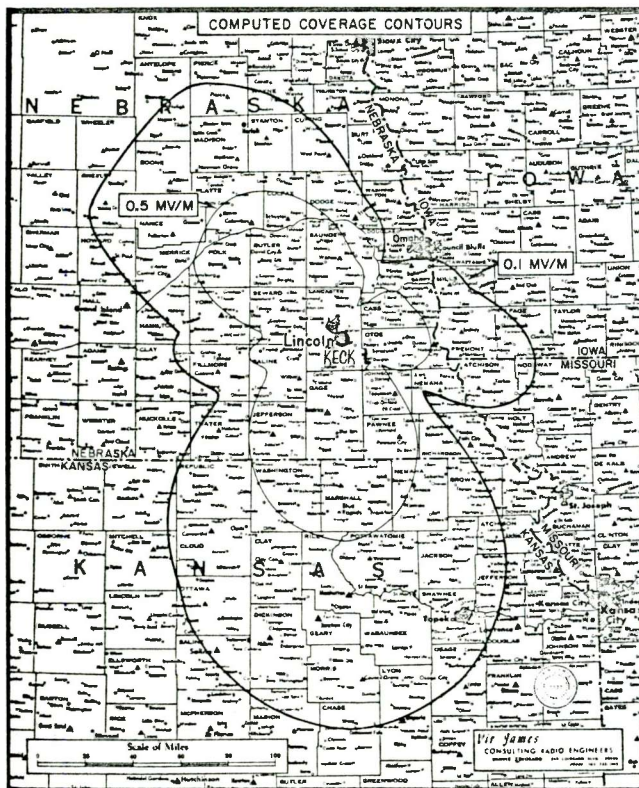
Population:	704,300
Number of Families:	220,125

KECK

5000 Watts

at

1530 Kc



LINCOLN, NEBRASKA 68506
P. O. BOX 6006/402-489-6575

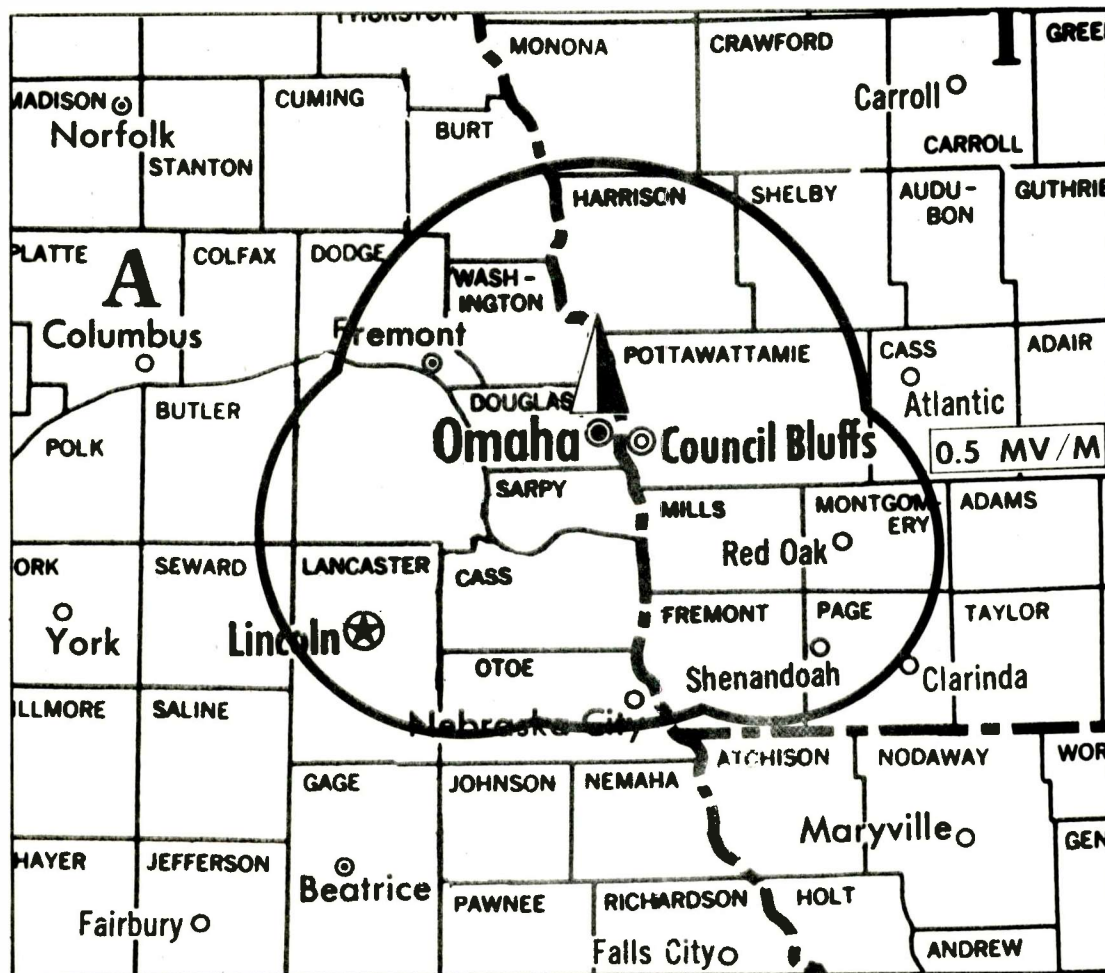
radio coverage

KBON

1000 WATTS

1490 KC.

OMAHA, NEBRASKA



source MEASURED ENGINEERING CONTOURS population key ● Over 100,000 ⊙ 50,000 to 100,000 ⊙ 25,000 to 50,000
⊙ 20,000 to 25,000 ⊙ 10,000 to 20,000 ⊙ 5,000 to 10,000 ⊙ Under 5,000

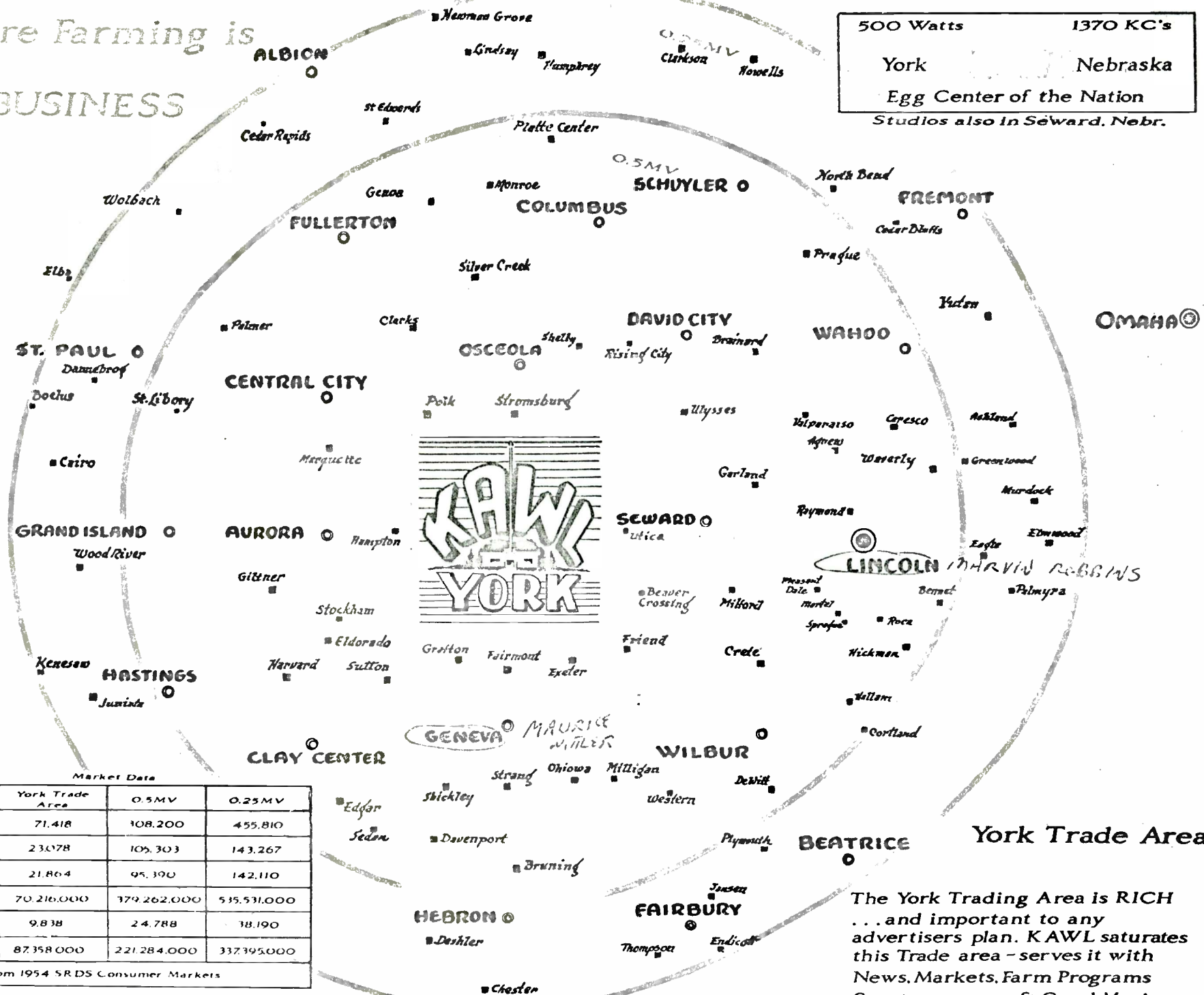
Copyright, American Map Co., N.Y., License No. 14339

GET TOGETHER RADIO — THE ONLY THING ON THE DIAL THAT'S DIFFERENT

Where Farming is
BIG BUSINESS

500 Watts
York
Egg Center of the Nation
Studios also in Seward, Nebr.

1370 KC's
Nebraska



Market Data

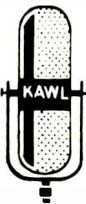
	York Trade Area	0.5 MV	0.25 MV
Population	71,418	108,200	455,810
Households	23,078	105,303	143,267
Radio Homes	21,864	95,390	142,110
Retail Sales	70,216,000	179,262,000	535,531,000
Farm Homes	9,838	24,788	38,190
Farm Income	87,358,000	221,284,000	337,395,000

From 1954 SRDS Consumer Markets

The York Trading Area is RICH ... and important to any advertisers plan. KAWL saturates this Trade area - serves it with News, Markets, Farm Programs Sports coverage & Good Music.

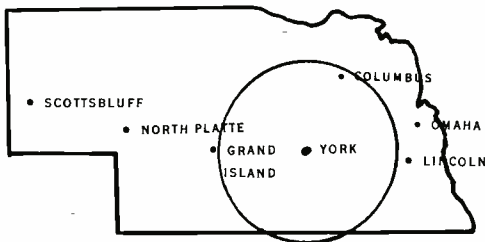
Field Strength Measurements by John Heffelfinger, Consulting Engineer

KAWL RADIO YORK



PHONE 362-4433 YORK, NEBRASKA 68467

AM 1370
FM 104.9

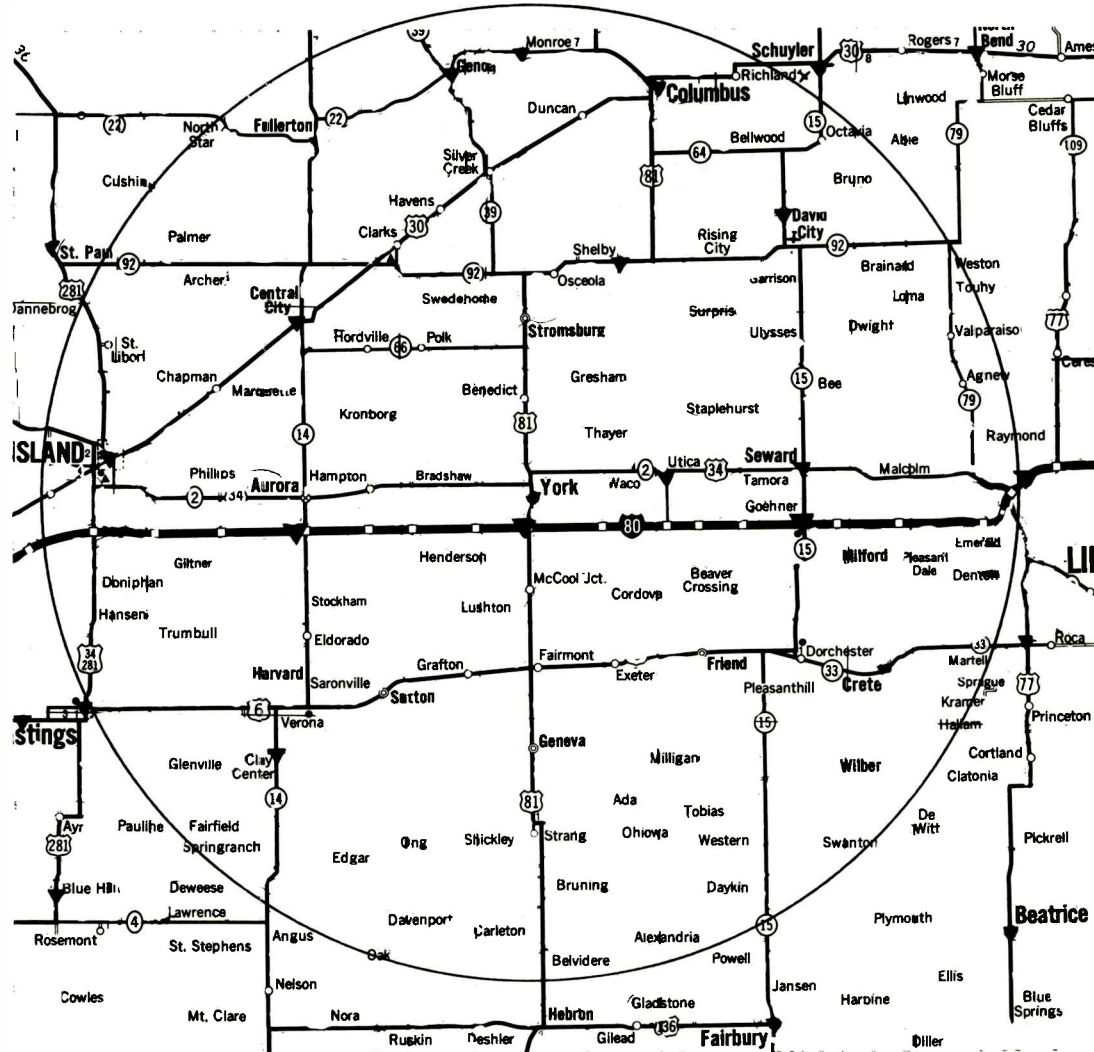


MARKET AREA DATA

Population 90,904
Homes 32,582

PERCENT RADIO PENETRATION

Homes 99%
Automobiles 81%
Portable at Home 69%



KAWL AM

KAWL FM

500 WATTS NON-DIRECTIONAL

2750 WATTS E.R.P. FULL STEREO

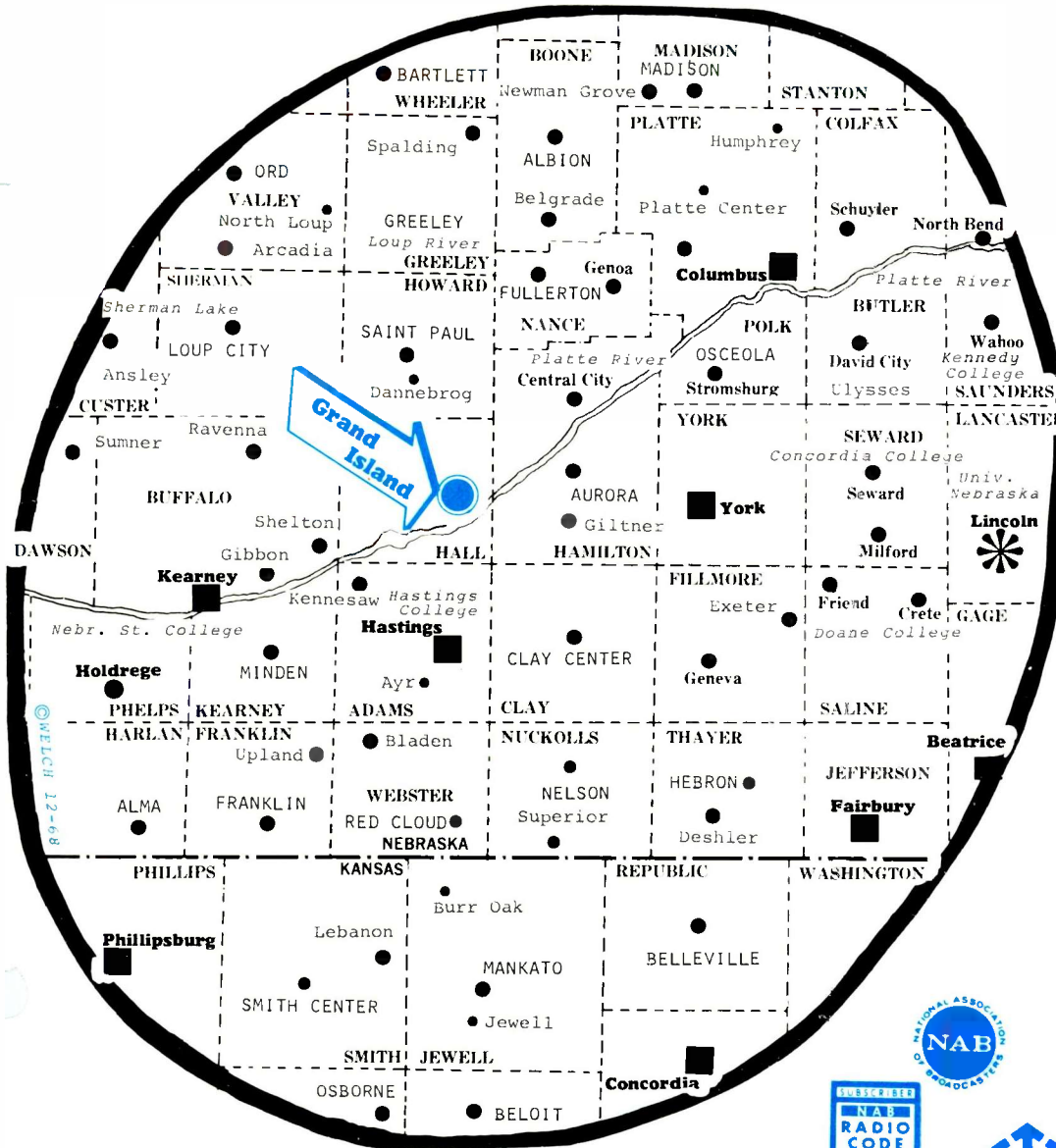
MEMBER

NATIONAL ASSOCIATION OF BROADCASTERS - NEBRASKA BROADCASTERS ASSOCIATION



Nebraska Broadcasters Association

GRAND ISLAND'S FULLTIME VOICE ---



GRAND ISLAND ... is located in Hall County, Nebraska's 3rd most populous county and has a retail trade area which extends north and west for 70 miles, into 13 counties.

GRAND ISLAND ... has over 80 manufacturing plants, employing 7,500 persons. Principal industries include an army ordnance plant with 3,300 workers; meat packing plants, farm equipment manufacturers ... government employs 2,000; railroads 350. The average pay-per-worker is \$110 per week.

GRAND ISLAND'S PROGRESS over the past 12 years has earned its recognition twice as "All American City." Recent new industries include New Holland with 600 employees; Swift & Co. packing plants. Historical developments include the Stuhr Museum of the Prairie Pioneer. GRAND ISLAND'S Golden Age Village welcomes retired families ... Recreation abounds ... Sherman Dam Reservoir for the outdoorsman ... Fonner Park horse races for the race enthusiast. Three hospitals, including a Veterans Hospital serve the Grand Island area.

KRGI RADIO broadcasts 5,000 watts non-directional at 1430 daytime; 1000 watts at night ... 6 AM to Midnight daily.

KRGI RADIO's outstanding format includes music most people like to hear most of the time ... comprehensive news coverage ... including American's Information Radio Network national and world-wide coverage; plus local and area news coverage; sports news and events; farm and home news, livestock and grain market news ... plus a strong emphasis on in-depth community service.

Nationally Represented by:
McGAVREN GUILD/PGW RADIO
 In Nebraska: "Red" ABELS

Prepared & Copyrighted by:
 ALLIED CREATIVE SERVICES

KRGI

Grand Island, Nebraska

1430 KC Fulltime

5000 WATTS

KRGI RADIO's coverage of 33 counties in Nebraska and Kansas includes an amazing total of 33,141 farms.

311 South Locust
 PHONE 382-5420

Grand Island, Nebraska 68801

A STUART RADIO STATION

Market Data:

	0.5 MVM Coverage
Population	555,500
Households	204,390
AM Radio Homes	200,300
Spendable Income	\$1,582,329,000
TOTAL RETAIL SALES ..	\$1,056,425,000
Food Stores	\$ 182,604,000
Drug Stores	\$ 333,768,000
Dept. Stores	\$ 116,826,000
Apparel Shops	\$ 47,565,000
Homefurnishings	\$ 46,055,000
Auto Sales	\$ 191,503,000
Service Stations	\$ 107,294,000
Private Autos	302,810
Farm Population	124,600
Farm Gross Income	\$ 922,169,000

SOURCE: SRDS Consumer Data

KRVN

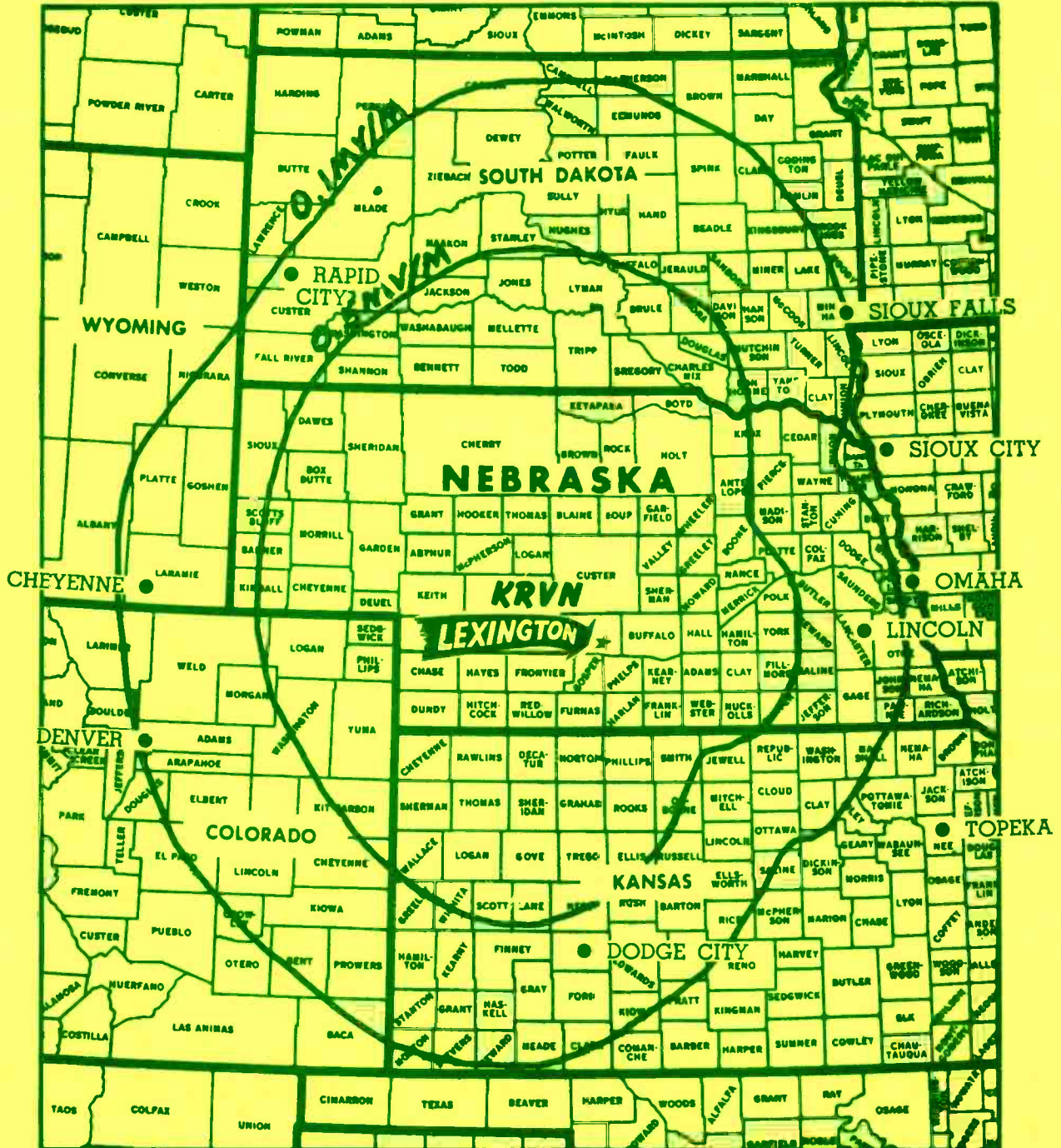
The Rural Voice of Nebraska

LEXINGTON, NEBRASKA

COVERAGE MAP

25,000 watts

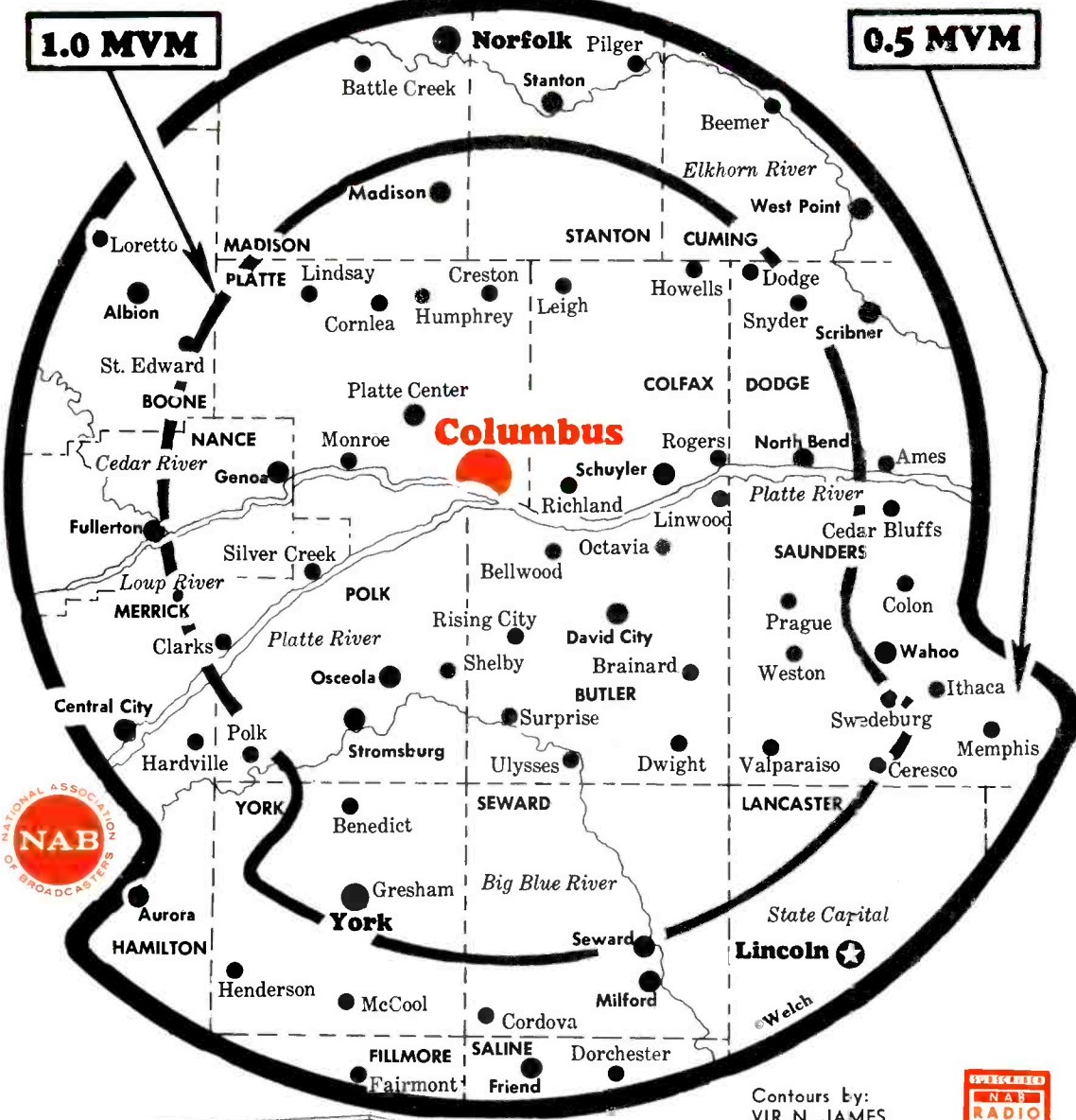
1010 kcs



SERVING AMERICA'S AGRICULTURAL EMPIRE...

K-TTT

The *bright sound of*
Columbus



Columbus, Nebraska owes its success to a diversified economy: Agriculture - Industry - Utilities.

Some 6,110 farms are served by the City of Columbus, located in a five-county area . . . producing corn, oats, sorghum, wheat, barley, soybeans, alfalfa, wild hay and livestock. The average annual farm income is \$16,000 . . . 40% above the national average . . . according to the **Nebraska Farmer**.

Columbus is the most highly industrialized city of its size in Nebraska with 30 major industries. Many of these industries are a direct result of agricultural needs.

Major industries include: (Number of employees in parenthesis): Behlen Mfg. Co., frameless steel building and farm equipment (800); Becton-Dickinson & Co., surgical instruments (840); Dale Electronics, Inc., electrical components (1,295); MoorMan Feed Co. (156); Douglas-Lomason, auto seat frames (430); and 25 more . . . ranging from earth-moving equipment to crop-driers. Many of these products have an international market.

Columbus is headquarters for the Nebraska Division of Western Power & Gas Company, General Telephone Company, in addition to the three major companies supplying electricity to Nebraska . . . Loup Power District, Consumer's Public Power District and Cornhusker Rural Power . . . all are headquartered in Columbus.

COLUMBUS is located at the junction of two TRANSCONTINENTAL US Highways . . . Highway 30 from New York to California; Highway 81 from Canada to Mexico . . . served, too, by Frontier Airlines and Union Pacific Railroad.

COLUMBUS has received national recognition from the Wall Street Journal, Readers Digest and Popular Science magazines for its growth . . . population has increased 46% since 1952.

Nationally Represented by:
GRANT WEBB & CO., INC.
Offices in Principal Cities
Regional Representatives:
THE SODERLUND COMPANY
Omaha, Nebraska

Prepared by: **RADIO Unlimited**



Contours by:
VIR N. JAMES
Consulting Engineer
Denver, Colorado



Member Nebraska Broadcasters Association

- Local News Coverage
- Community Involvement
- Audience Promotions
- World News Reports
- 12 Hours Farm News
- Adult Appeal Music
- Sports Coverage

1510 kc.
500 Watts

Owned and Operated by
City & Farm Broadcasting Co.
Ken Kilmer
Vice-Pres. & General Mgr.
Postal Box 518
Phone (402) 564-2866
Columbus, Nebr.
68601

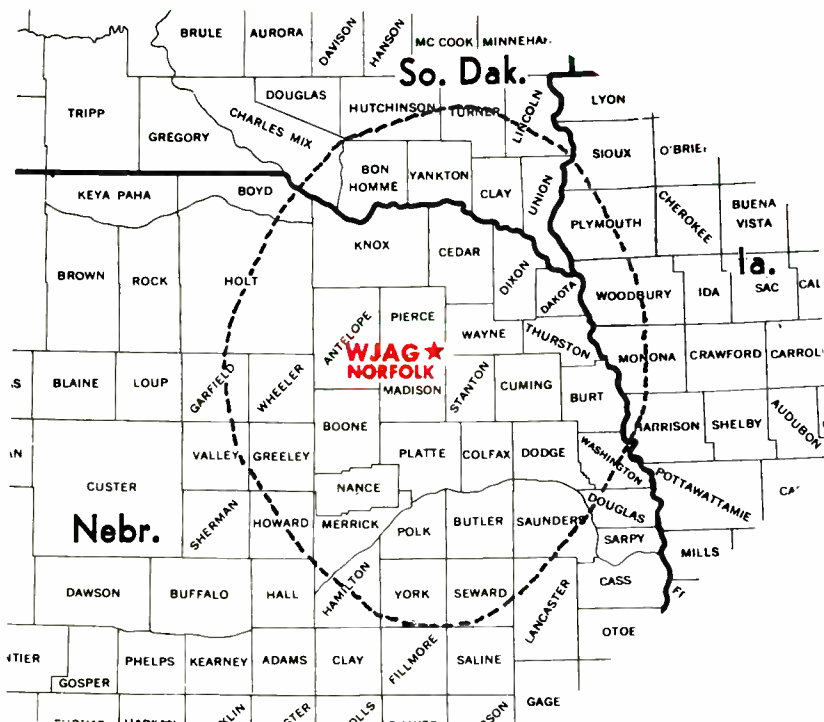
Market Data:

	1.0 MVM Coverage	0.5 MVM Coverage
Population	126,900	432,200
Households	39,060	133,040
AM Radio Homes	38,280	130,380
Spendable Income	\$219,218,000	903,524,000
Total Retail Sales	\$183,438,000	650,736,000
Food Stores	\$ 32,681,000	109,706,000
Drug Stores	\$ 4,646,000	19,411,000
Gen'l Merchandise	\$ 11,911,000	79,277,000
Apparel Stores	\$ 5,770,000	30,110,000
Home Furnishings	\$ 4,962,000	23,430,000
Automotive Sales	\$ 31,530,000	119,384,000
Service Stations	\$ 23,363,000	65,205,000
Auto Ownership	53,730	179,340
Farm Population	45,600	86,000
Farm Households	11,400	21,500
Gross Farm Income	\$242,077,000	498,168,000

SOURCE: SRDS Consumer Data 1968.

WJAG RADIO

Norfolk, Nebr.



WJAG

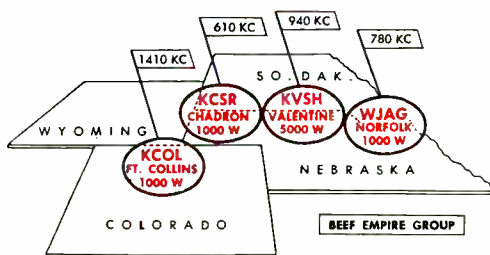
**SERVES NORTHEAST
NEBRASKA, THE STATE'S
RICHEST FARM MARKET**

(SEE STATISTICS ON OTHER SIDE)

MARKET DATA

Population	566,650
Household	172,890
Farm Population	138,350
Income	\$1,329,105,000
Farm Income	\$1,199,452,000
Total Retail Sales	\$ 939,115,000
Food Sales	\$ 165,122,000
Drug Sales	\$ 25,437,000
Automotive	\$ 151,136,000
Service Stations	\$ 93,401,000

*



WJAG - NORFOLK, NEBR.
780 K C 1000 WATTS

P. O. Box 892 • Phone 402 371-2432

BUY CUSTOMERS . . . NOT NUMBERS

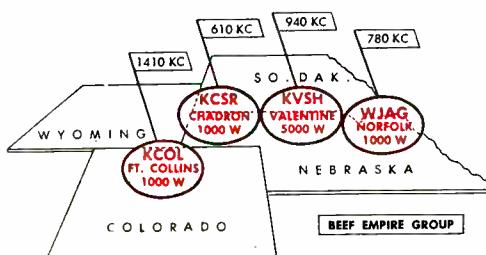
BUY NEBRASKA'S TOP FARM STATION – W J A G

Nebraska ranks high among the states in Agricultural Production.* A large share is produced in the 32 counties of Northeast Nebraska, WJAG's primary area. This is shown by the following percentages of the state's total production from these WJAG counties.

HOGS	61.1%
CHICKENS	58.1%
MILK COWS	57.6%
FED CATTLE	50.1%
OATS	77.1%
SOYBEANS	67.1%
CORN	53.2%
ALFALFA	44.1%
SORGHUM GRAIN	32.1%
PURCHASES OF COMMERCIAL FERTILIZER	42.6%

*USDA Figures

(over please)

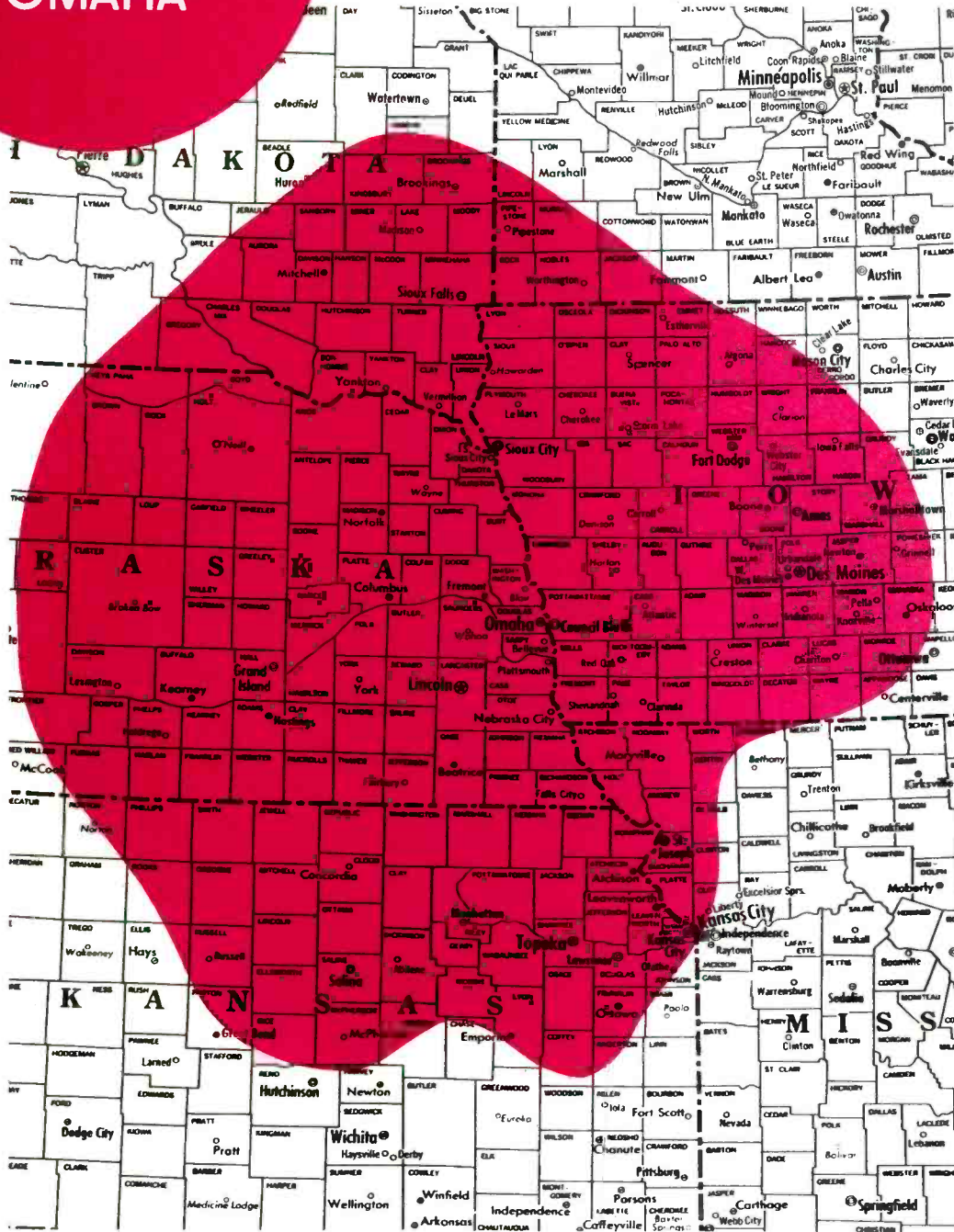


W J A G
 78 Radio
 NORFOLK, NEBRASKA
 A BEEF EMPIRE GROUP STATION

RADIO
WOW
OMAHA

Coverage Area

5MV/M CONTOUR 5000 W AT 620 KC.



WOW RADIO 59 OMAHA

AMERICAN INFORMATION RADIO NETWORK
BROADCASTING DIVISION / RADIO / MEREDITH CORPORATION
WOW AM & FM OMAHA • KCMO AM & KFUM (FM) KANSAS CITY • KPHO AM PHOENIX • WHEN AM SYRACUSE

MARKET DATA

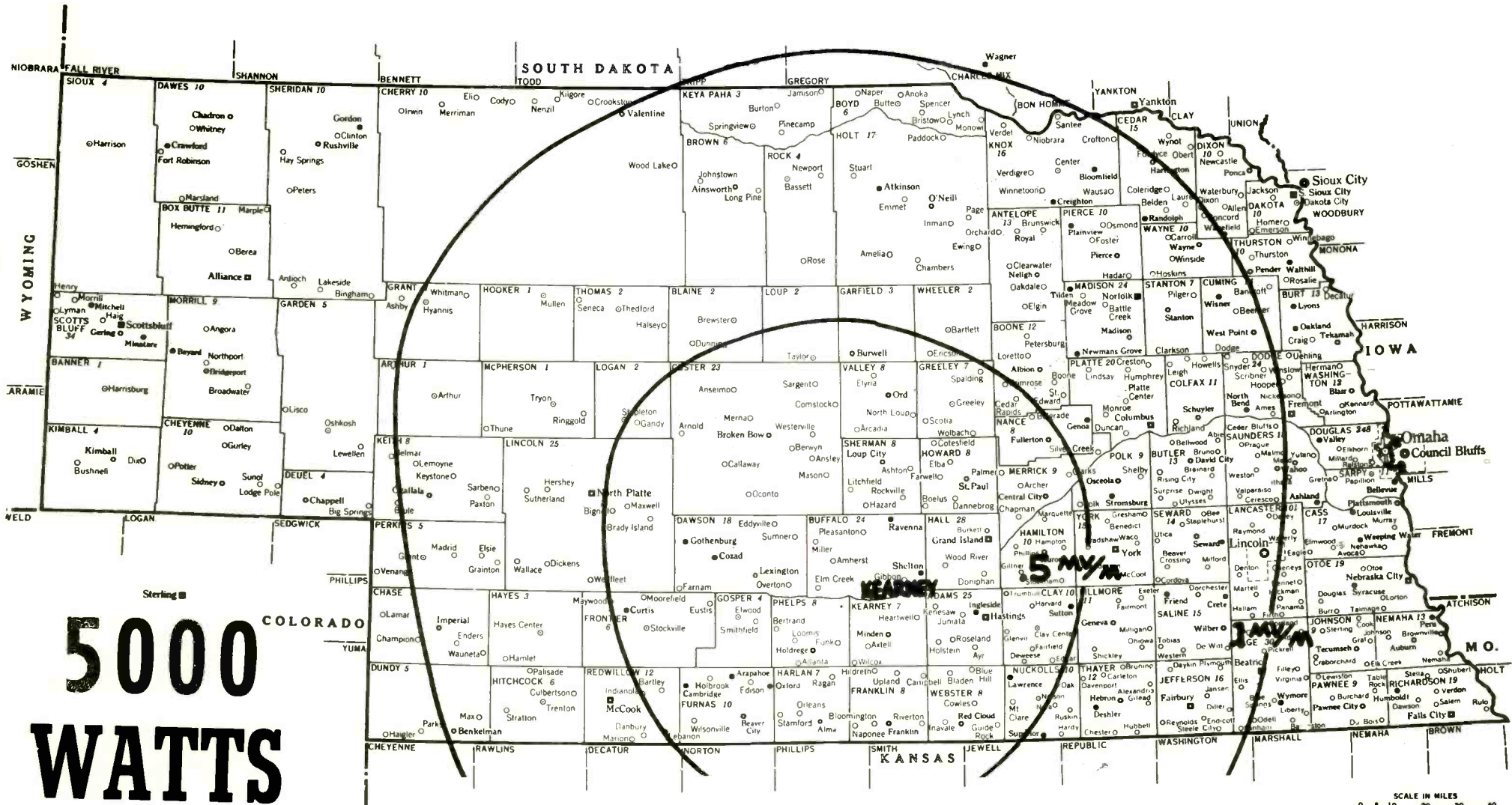
Population	401,382
Households	141,679
Buying Income	\$715,869,000
Total Retail Sales	579,747,000
Automobile Sales	101,235,000
Food Sales	106,186,000
(Source: Sales Management, 1964)	

KRNY 1460 k.c.

KEARNEY, NEBRASKA

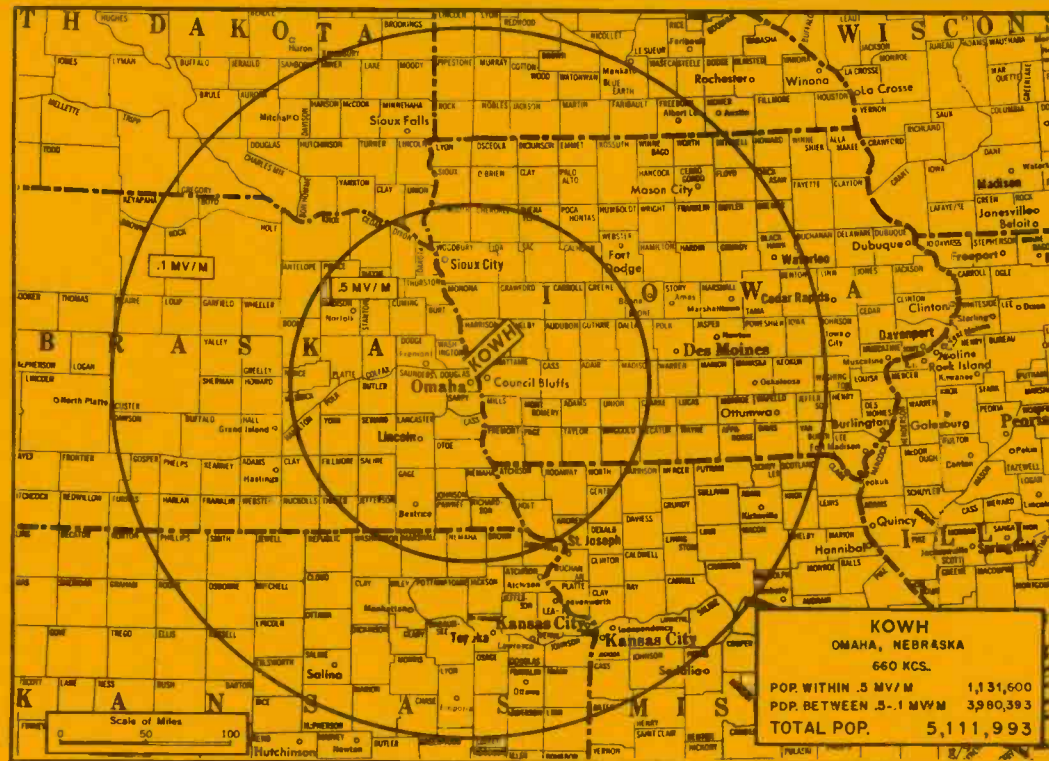
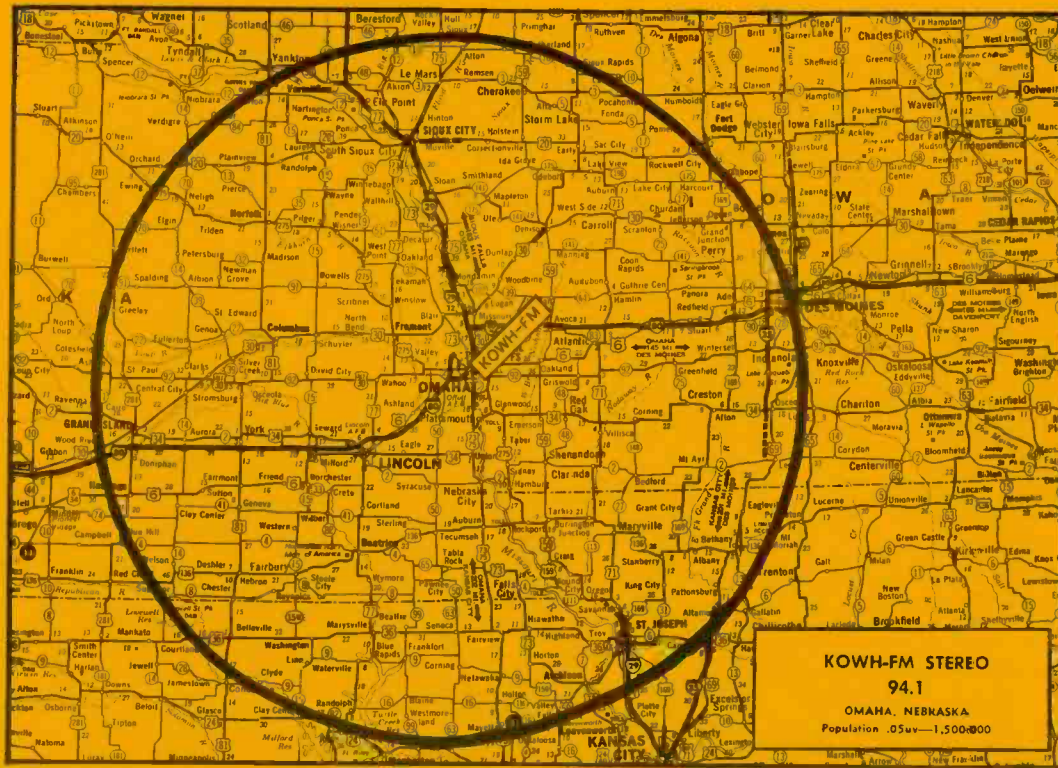
5,000 WATTS OF PEOPLE POWER

**WHERE MUSIC SPENDS
THE DAY
1460 ON EVERY DIAL**



**5000
WATTS**

SCALE IN MILES
0 5 10 20 30 40



AM at 660 FM at 94.1

(402) 422-1600
 3910 Harney Street
 Omaha, Nebraska 68131

Reconciliation Incorporated

WEEKLY DRIVE TIME

	60 sec.	30 sec.
7x	\$13.75	\$11.25
14x	12.75	10.50
21x	11.75	9.70
28x	10.75	8.75

WEEKLY BTA

	60 sec.	30 sec.
7x	\$11.00	\$9.00
14x	10.00	8.50
21x	9.50	7.75
28x	8.75	7.00

ID's when available at 50% of minute rate.

MONTHLY BTA

	60 sec.	30 sec.
25x	\$9.75	\$8.00
50x	9.25	7.70
75x	8.75	7.20
100x	8.25	7.00
125x	8.00	6.50

SOUL BUSTER PLANS

60 second plan..... 100 60's for \$800

REGULAR PRICE \$825

30 second plan..... 100 30's for \$675

REGULAR PRICE \$700

PROGRAMS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1x	\$90.00	\$58.00	\$42.00	\$35.00	\$25.00
50x	86.00	55.80	39.75	34.05	24.25
100x	83.20	53.60	38.50	33.10	23.65
150x	79.80	51.40	37.15	32.15	23.05
200x	76.40	49.20	35.90	31.20	22.45
250x	73.00	47.00	34.65	30.25	21.85
300x	69.60	44.80	33.40	29.30	21.20



Alvin J. Gilmore..... General Manager

Keith S. Donald..... Sales Manager

YEARLY BTA

	60 sec.	30 sec.
200x	\$10.50	\$9.50
300x	8.50	7.30
500x	8.00	6.90
1000x	7.75	6.50

SPORTS FEATURES

KANSAS CITY ROYALS BASEBALL

UNO FOOTBALL; UNO BASKETBALL

METRO FOOTBALL AND BASKETBALL

"GAME OF THE WEEK"

CREIGHTON BASKETBALL

AK-SAR-BEN RACING

**KOWH, Established in 1922,
Is a Member of NAB and RAB**

KOWH - FM RATES

Effective 2-1-72

94.1 Megacycles 100,000 watts 24 hours a day

FM rates apply after AM signs off

Spots per week	60's	30's
1-6	\$7.00	\$6.25
7-12	6.25	5.50
13-18	5.50	5.00
19-24	5.00	4.50
25-30	4.50	4.00

Spots per week	60's	Monthly
26x	\$5.00	\$4.50
52x	4.50	4.00
78x	4.00	3.50
100x	3.50	3.00
130x	3.00	2.50

YEARLY ROS

	60's	30's
300x	\$4.00	\$3.50
500x	3.50	3.00
1,000x	3.00	2.50
1,500x	2.50	2.00

**FM PROGRAM RATES ARE 25% OFF
THE APPLICABLE AM RATES**

The Drive Time Rate must be used when exact times are specified. News headlines are sold at the Drive Time Rate, with Intro, one minute commercial and close.

Multiple products of the same company may be combined for all applicable discounts.

ID's when available at 50% of minute rate.

All commercial copy subject to station approval and should be in the station 24 hours before air time. Weekend commercials should be in the station by Friday 10:00 a.m.

Rates guaranteed for life of contract up to one year, providing all broadcasts continue without interruption during rate protection period.

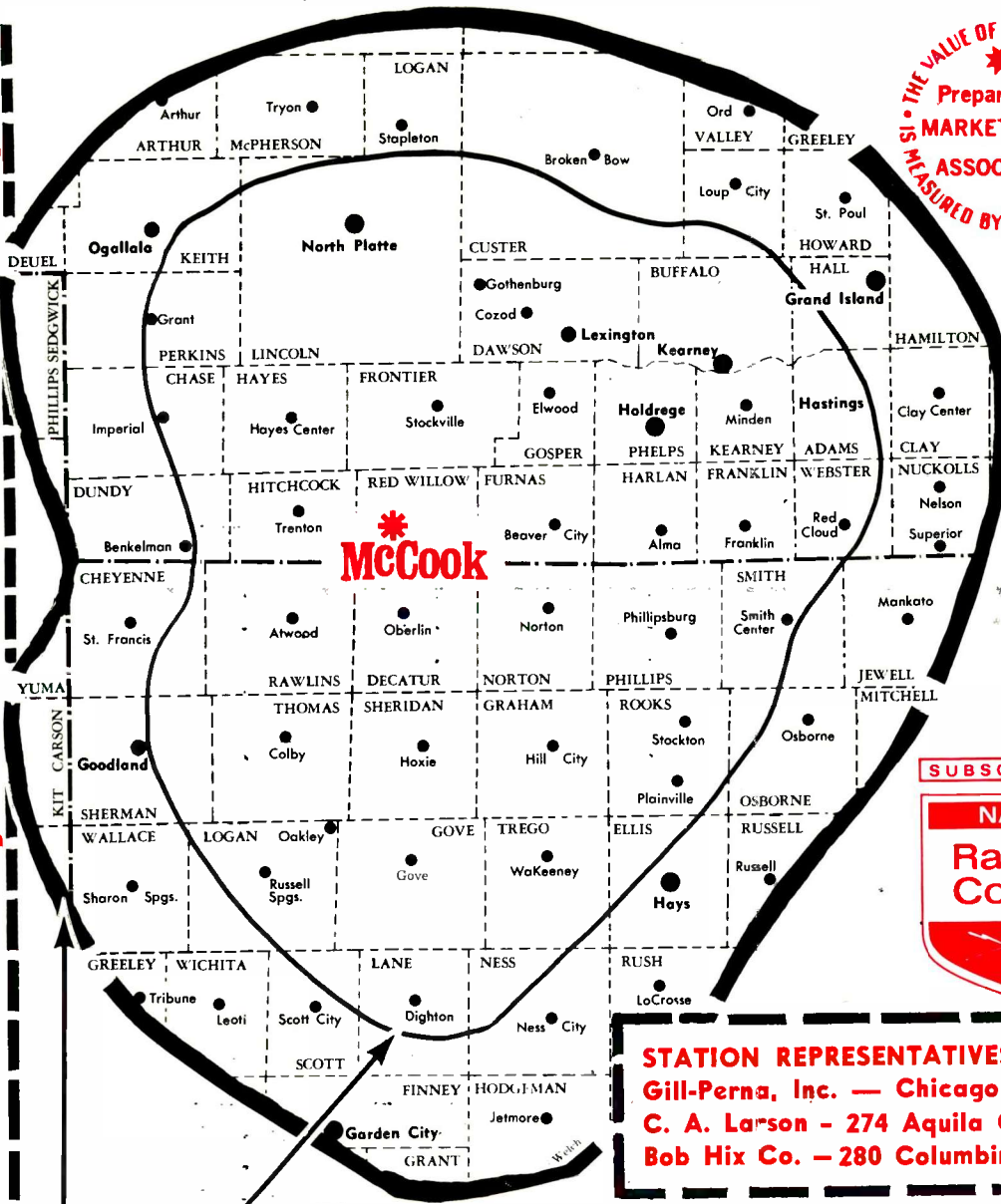
Commissions to advertising agencies recognized by station management—15%.

No cash discounts. Bills are due and payable when presented. KOWH Radio, division of Reconciliation, Incorporated, is represented nationally by the Bernard Howard Organization with offices in New York City, San Francisco, Los Angeles, Chicago, Atlanta.

Powerful Radio Signals!

30 Ground Conductivity

KBRL'S 5000 Watts



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

KBRL



1300 KC
 5000 Watts
 Daytime
 since 1947
 MBS Radio

0.5 MVM

0.25 MVM



Mutual Network

STATION REPRESENTATIVES:
 Gill-Perna, Inc. — Chicago, New York
 C. A. Larson - 274 Aquila Court, Omaha, Nebraska 68102
 Bob Hix Co. - 280 Columbine St., Denver, Colorado 80206

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	251,000	457,600
Households	78,860	142,940
Radio Homes	75,060	138,790
Number Automobiles	116,590	214,370
Spendable Income (CSI)	\$488,576,000	890,137,000
RETAIL SALES:		
Food Stores	\$ 69,928,000	133,171,000
Drug Stores	\$ 13,052,000	23,046,000
Gen'l. Merchandise	\$ 30,894,000	54,662,000
Apparel Stores	\$ 19,054,000	34,830,000
Home Furnishings	\$ 18,559,000	33,984,000
Auto Sales	\$ 71,530,000	140,078,000
Service Stations	\$ 43,458,000	77,064,000
*Total Retail Sales	\$383,799,000	718,757,000
FARM DATA:		
Farm Population	70,400	128,300
Gross Farm Income	\$347,535,000	670,933,000
SOURCE: SRDS Consumer Data exclusively.		

McCOOK is the retail center of Southwest Nebraska and Northwest Kansas serving a trade area of 90,000 people. McCook is located in Red Willow County, largest producer of oil in Nebraska (3 Millions barrels annually).

McCOOK ranks third in Nebraska in livestock sales (\$13 millions annually). McCook is in the heart of a 200,000 acre irrigation development where wheat income alone amounts to \$28,800,000 annually.

KBRL RADIO offers full-service programming including NEWS . . . Mutual News on the 1/2 hour — local regional news on the hour, weather every 25 minutes. KBRL has a full-time news department and area stringers.

KBRL RADIO provides the most complete livestock market news in Nebraska with on-the-spot reports from Omaha, St. Joseph and Denver.

KBRL RADIO adds SPORTS . . . complete coverage of University of Nebraska football games . . . and, MUSIC-wise, the best of the Old and the New, plus Country-Western favorites.

McCOOK BROADCASTING COMPANY
 LeRoy W. Lenwell, President-General Manager
 P. O. Box 371 Phone (308) 345-2400
McCOOK, NEBRASKA 69001

K B R L

1300 KC * 5000 WATTS

McCook, Nebraska
 Established 1947
 MUTUAL NETWORK

CLASS AA: Sign on to 9:00 A.M.
 11:45 A.M. TO 1:15 P.M.
 Monday through Saturday

Freq.	30 Sec. or less	1 Min.	5 Min.	10 Min.	1/4 Hr.
624	\$3.00	\$3.25	\$5.25	\$7.25	\$9.25
312	3.25	3.50	5.50	7.50	9.50
260	3.50	3.75	5.75	7.75	9.75
156	3.75	4.00	6.00	8.00	10.00
104	4.00	4.25	6.25	8.25	10.25
52	4.25	4.50	6.50	8.50	10.75
26	4.50	4.75	6.75	8.75	10.75
11	4.75	5.00	7.00	9.00	11.00

CLASS A: 9:00 A.M. to 11:45 A.M.
 1:15 P.M. to SIGN OFF
 MONDAY THROUGH SATURDAY
 ALL DAY SUNDAY

Freq	30 Sec or less	1 Min	5 Min.	10 Min.	1/4 Hr.
624	\$2.00	\$2.25	\$4.25	\$6.25	\$8.25
312	2.25	2.50	4.50	6.50	8.50
260	2.50	2.75	4.75	6.75	8.75
156	2.75	3.00	5.00	7.00	9.00
104	3.00	3.25	5.25	7.25	9.25
52	3.25	3.50	5.50	7.50	9.50
26	3.50	3.75	5.75	7.75	9.75
1	3.75	4.00	6.00	8.00	10.00

SATURATION ADVERTISING

IMPACT SATURATION RATES

TIMES	30 Sec Min or less	(1 Min)	
624	\$2.00	\$1.75	12 Spots per week \$39.00
312	2.25	2.00	24 Spots per week 72.00
260	2.50	2.25	48 Spots per week 120.00
156	2.75	2.50	96 Spots per week 192.00
104	3.00	2.75	
52	3.25	3.00	(30 Sec)
26	3.50	3.25	12 Spots per week 28.00
1	3.75	3.50	24 Spots per week 61.00
			48 Spots per week 96.00
			96 Spots per week 160.00
			10 Sec ID's may be purchased at \$1.50 each

Represented by Al Larson, 702 Insurance Building, Omaha, Nebraska, and Bob Hix, 280 Columbine Street, Denver, Colorado.

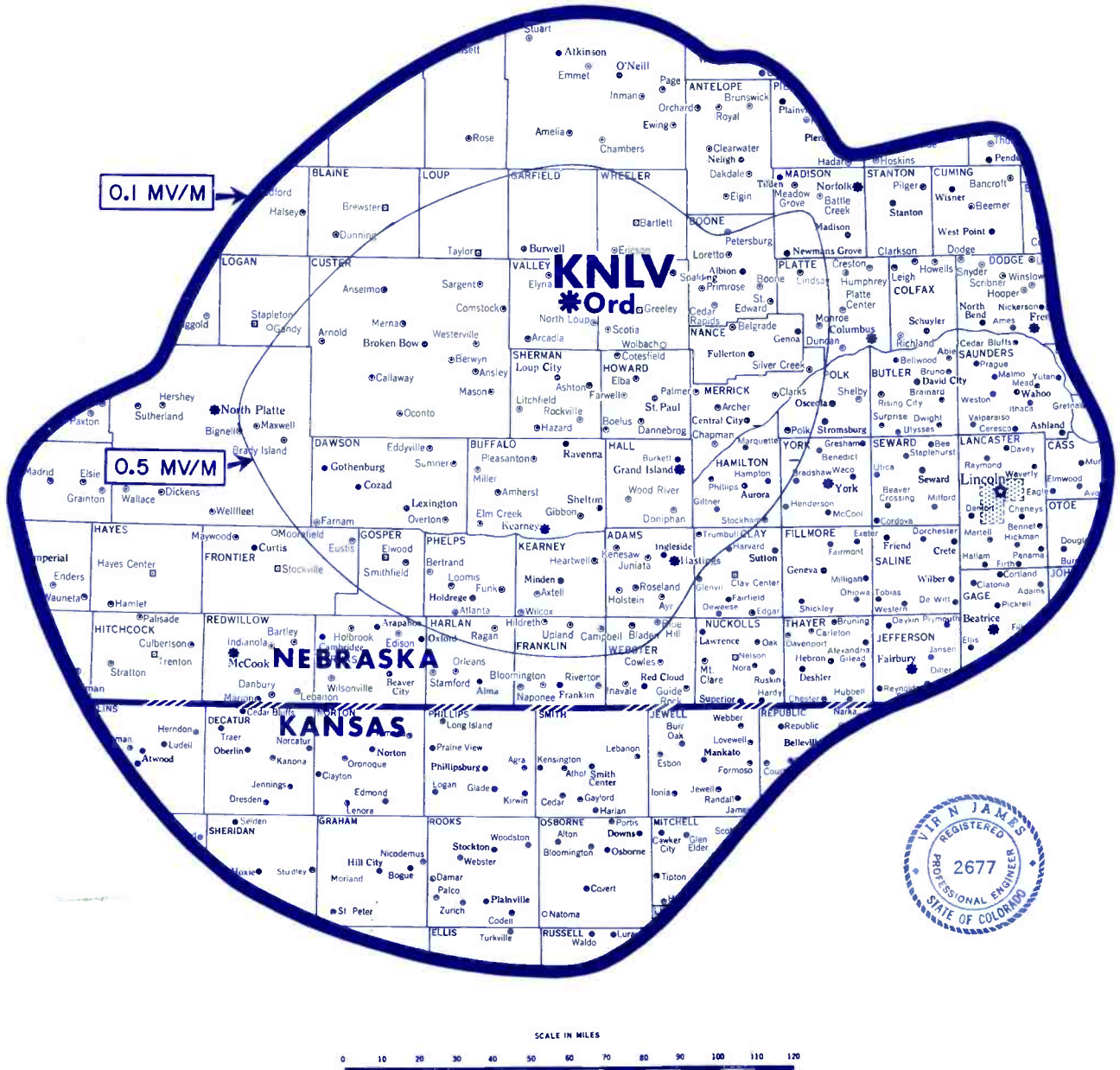
your
Loup Valley
Broadcasting Company

KNLV

ORD, NEBRASKA

1060 kc
1000 watts

DAYTIME COVERAGE CONTOURS



DISTANCES TO CONTOURS DETERMINED
USING FCC M-3 GROUND CONDUCTIVITIES



Vir James
CONSULTING RADIO ENGINEERS
DENVER, COLORADO • 345 COLORADO BLVD. • 80204
PHONE (303) 323-5562

97.7 Megahertz
on your FM Dial

KNCY

1600 Kilohertz
on your AM Dial

97.7
STEREO

123 North Eighth
Nebraska City, Nebraska
68410

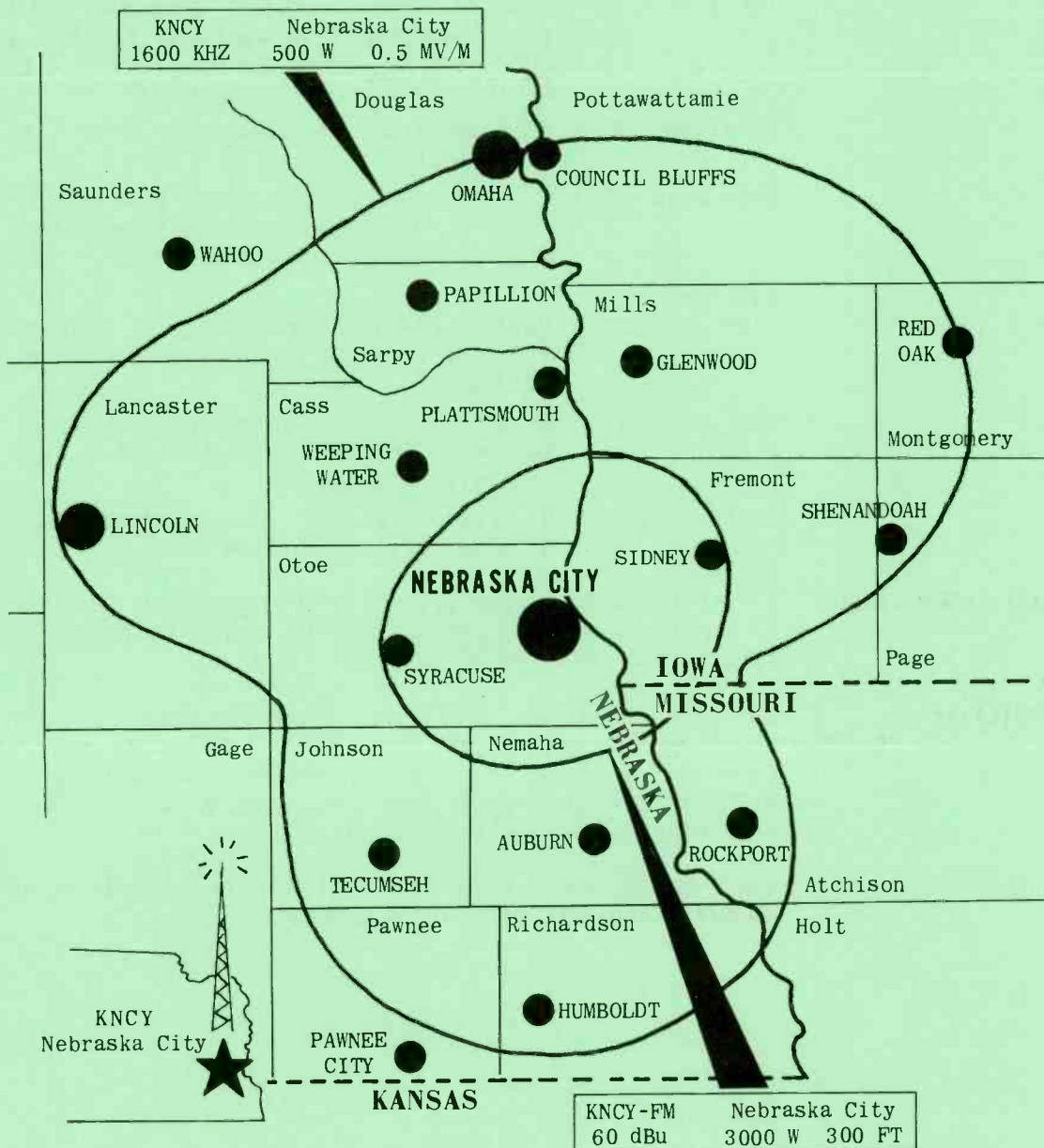
1600

David J. Messing
VICE PRESIDENT
AND
GENERAL MANAGER

SLIDX
Terry A. Klasek WLS-2MO
97720 Vickie Place
St. Louis Missouri

Phone 402-873-3348

This confirms your reception of KNCY AM on
3-17-84 at 4:05 PM



Scale: 1" equals approximately 17 miles



"The Stations That Care"

FACT SHEET

KNCY-AM 1600 Khz 500 Watts
Established 1959

KNCY-FM "Stereo" 97.7 Mhz 3000 Watts
Established 1977

P.O. Box 278
Nebraska City, Nebraska 68410
(402) 873-3348, 873-7882

POPULATION: A potential audience of 589,300 in the AM .5mv/m contour.

COVERAGE AREA: Counties of; OTOE, NEMAHA, CASS, FREMONT (Iowa).

PROGRAMMING:

- Local News ---- 3 daily news beats in Nebraska City. Daily reports from Nemaha and Fremont Counties. \$16 Newstip paid monthly.
- Local Weather - 8 daily broadcasts from National Weather Service, instantly on alerts. Weather Computer for accurate local forecasting. Live Mobile Reports during severe conditions.
- Local Sports -- Live coverage of area high school football, basketball and track.
- Farm News ----- 6 live daily reports from Western Investors, clearing through Heinhold Commodities, local cash bids and 3 farm newscasts.
- Listener Involvement -- Party Line and Party II, 60 minutes daily. Station accepts collect calls from 4 STATE AREA. All Live!
- National News - Mutual Radio Network member, direct feed from Westar IV satellite and station owned earth receiving station.
- Music ----- General Popular, mix of Country, MOR and Million Seller Standards.

DAILY COMPETITION: No other broadcast facility in Otoe or Fremont County. 1 daily newspaper in Otoe County, 3630 total average paid circulation, U.S. Postal Service 9-28-83.

FACILITIES: Satellite Receiving Terminal. Weather Computer. 3 VHF Mobile Units and Base Station. Associated Press Wire. 2 Standby Generators to insure uninterrupted broadcasting. VHF NWS Weather Monitor with decoder for storm alerts. Well equipped Recording Studio for production work.

RATES: KNCY-AM/FM has a very attractive rate structure and it is Commissionable to recognized agencies.

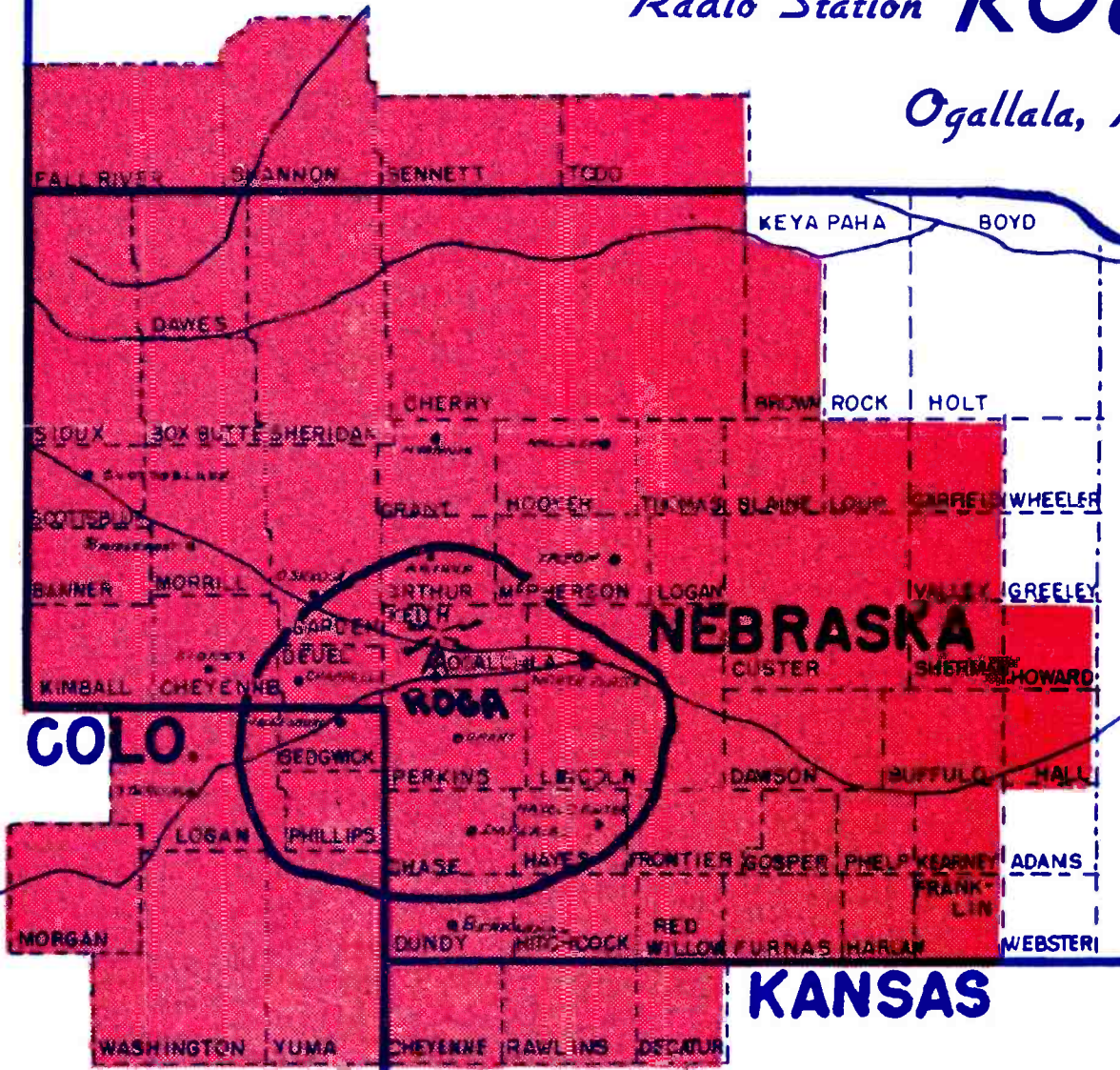
SO. DAK.

Radio Station **KOGA**

Ogallala, Nebraska

500 WATTS
930 KC

TELEPHONE 28 4-3633



In KOGA's 1/2 Milli-Volt signal area there are 21,310 homes with a radio. In a 1960 survey KOGA was listened to in 54% of these homes for a total of 11,507 homes each day.

Ogallala is located in the hub of the great Nebraska farming industry with the Sandhills Cattle Ranches to the North, the Wheat Ranches to the West and South, and the productive irrigated farms to the East.

The Circular Line Represents Our 1/2 Milli-Volt Radius

Approximated by Mr. John Hefflinger, Consulting Radio Engineer,
Kansas City, Missouri

Shaded area is our mail area which includes four states.

Ogallala, a city of approximately 5,000 persons, is located in the center of Keith County, where farming is the number one industry. Some 100,000 acres of hard winter wheat is harvested in a normal year; several million pounds of sugar beets are produced each year and a yearly average of about 40,000 acres of corn is planted.

Cattle production is the county's number one farm industry, and Ogallala is the shipping hub for the sandhills cattle industry.

Ogallala is the home of the Good-All Electric Manufacturing Company, a subsidiary of Thompson Ramo Wooldridge Inc. This company builds radio condensers for most radio companies and government users and many other electronic items. The company has a normal payroll of over 1100 persons in Ogallala.

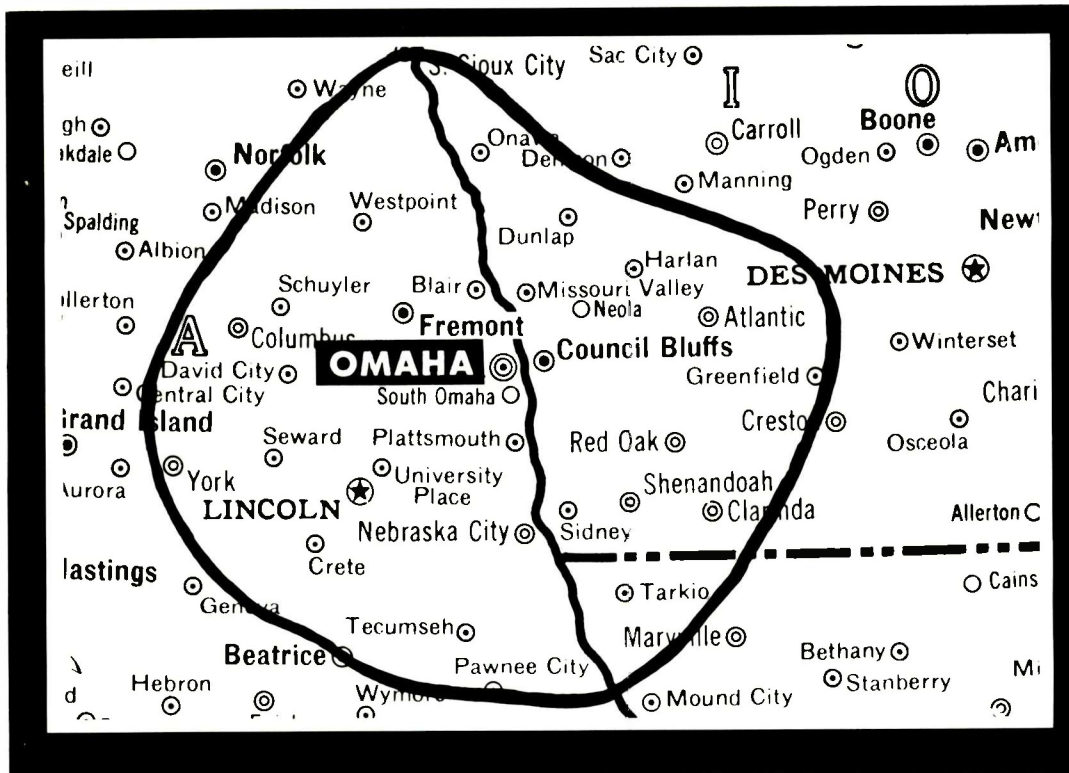
Radio Station KOGA is pledged to give excellent merchandising service and promotion to both local and national advertisers.



5000 Watts

0.5 Millivolt Area

24 Hour Coverage in the Heart of America



KOIL 0.5 Millivolt Area:

Population	1,053,000
Total Retail Sales	\$1,412,212,000
Households	338,000

THE LEADERSHIP STATION

Source: Sales Management Survey of Buying Power 6/10/68

SOLD NATIONALLY BY H-R Radio



A STAR STATION



KBRX-Total Family Radio!

a profile of

O'Neill
and



O'NEILL is located on the edge of the Sandhills in North Central Nebraska, only 30 miles from the South Dakota border. Two important national highways -- US 20 and US 281 -- intersect at O'Neill, which is in the Elkhorn River valley.

HOLT COUNTY boasts a beef cattle population exceeding 250,000 head. With the advent of irrigation, the farming base within the KBRX coverage has become more diversified.

O'NEILL is headquarters for a Bureau of Reclamation project which will put another 80,000 acres of land under irrigation.

O'NEILL is the shopping center for 40,000 people residing in the greater O'Neill Retail Trade area.

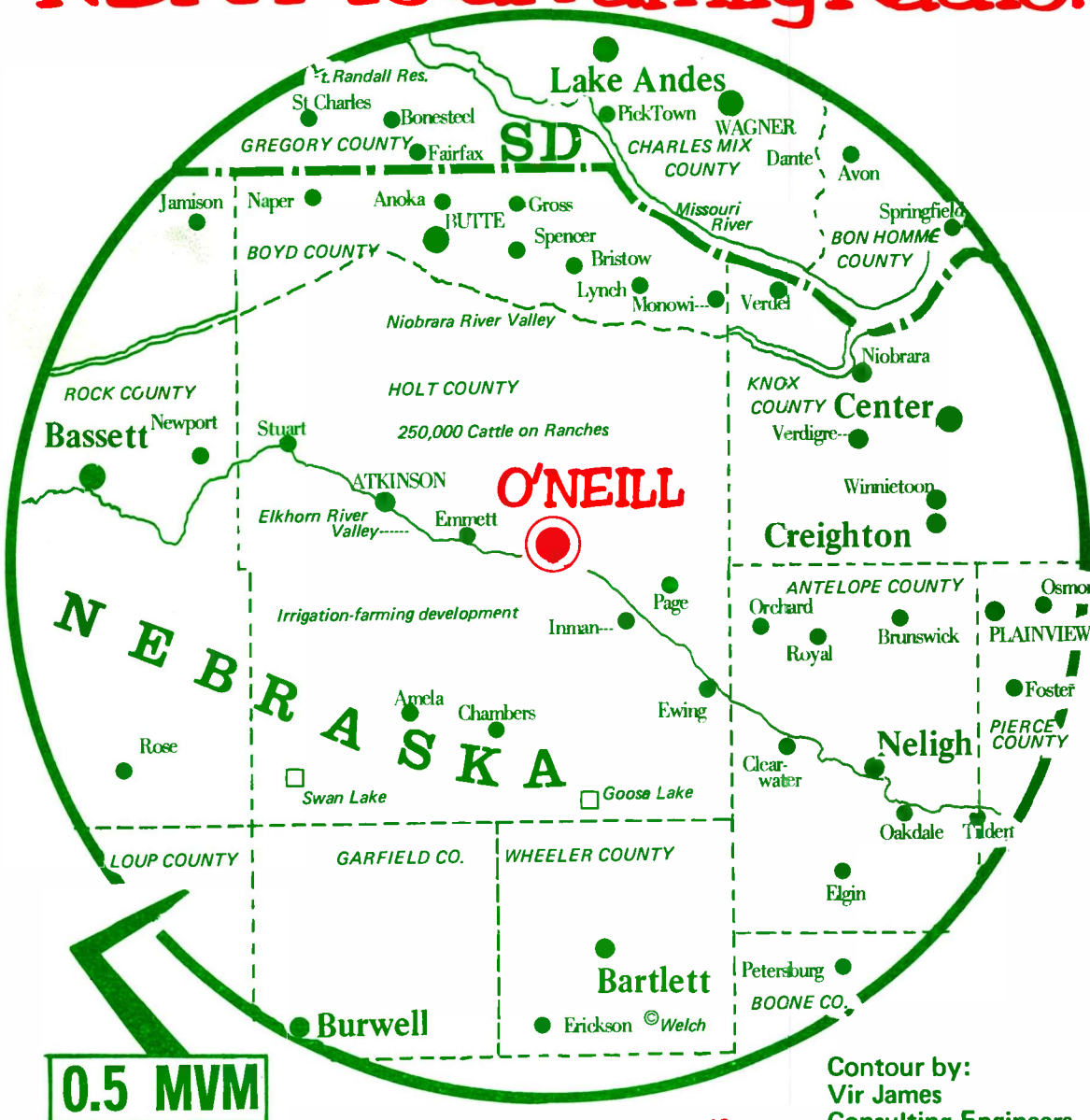
KBRX RADIO programs for a diversified audience . . . the urban family -- the rancher and the farmer. We feature a variety of farm programming -- and Local News by beeper phone from all towns in our area.

The KBRX RADIO music format features country and western, polka music, middle-of-the-road . . . and, for our youth -- "the top 30."

KBRX RADIO broadcasts from 6 A.M. to local sunset with 1000 Watts at 1350 on the dial.

Nationally Represented by:
BROADCAST ASSOCIATES
Chicago Phone 312-784-4069

Prepared by: **RADIO Unlimited**



0.5 MVM

Contour by:
Vir James
Consulting Engineers



VOICE OF THE RANCH COUNTRY
O'Neill, Nebraska

1350 Radio

1000 WATTS

Ranchland Broadcasting Co., Inc.
Gil Poese, General Manager
Postal Box 150
Phone (402) 336-1612

O'NEILL, Nebraska 68763

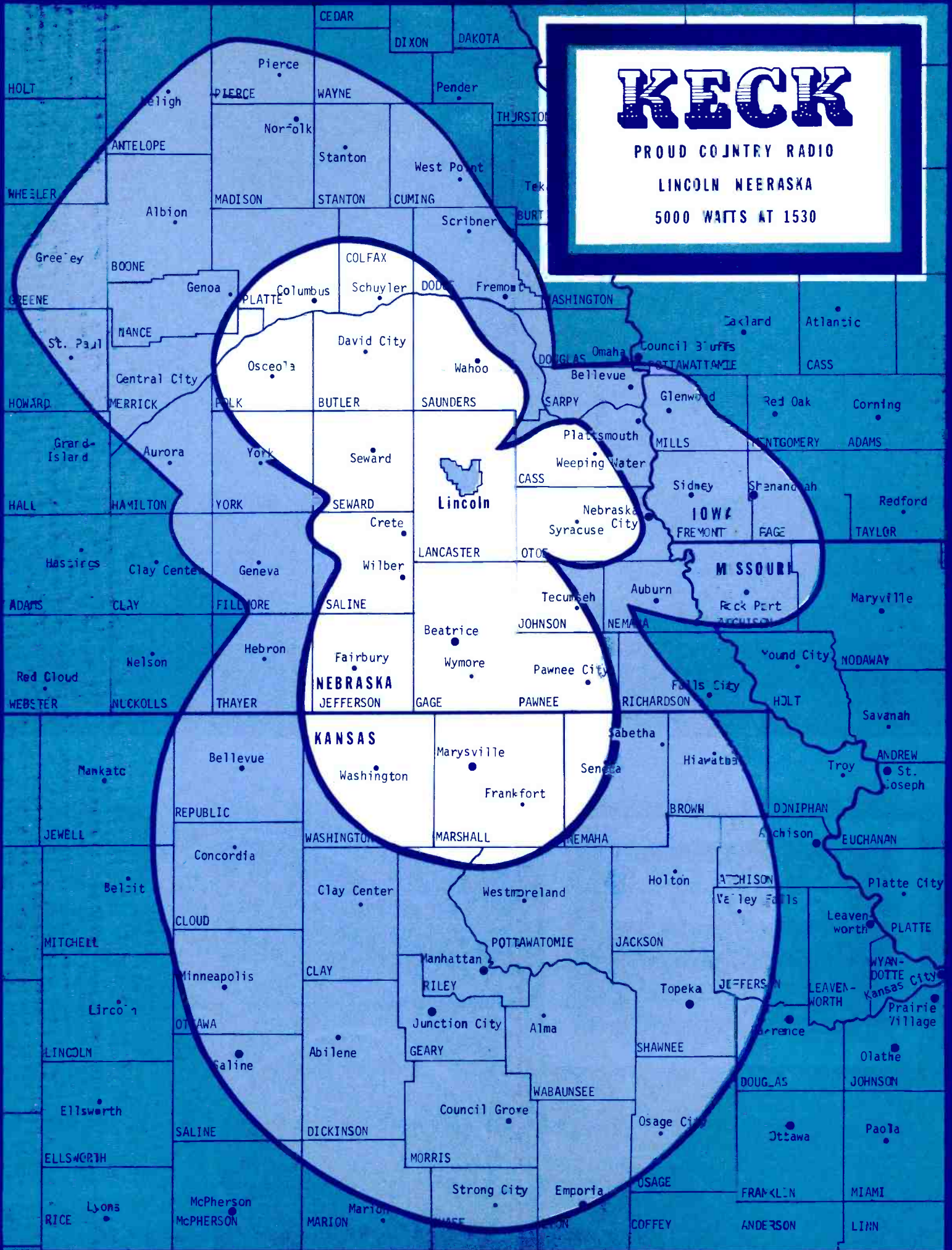
Market Data:	0.5 MVM Coverage
Population	53,500
Households	16,700
AM Radio Homes	16,370
Spendable Income	\$107,224,000
TOTAL RETAIL SALES ...	\$101,005,000
Food Stores	\$ 15,236,000
Drug Stores	\$ 2,258,000
Dept. Stores	\$ 4,885,000
Apparel Shops	\$ 2,894,000
Homefurnishings	\$ 2,166,000
Auto Dealers	\$ 16,668,000
Service Stations	\$ 10,377,000
Automobiles	22,530
Farm Population	20,700
Farm Income	\$145,027,000
SOURCE: SRDS Consumer Market Data.	

KECK

PROUD COUNTRY RADIO

LINCOLN NEBRASKA

5000 WATTS AT 1530



KFOR IS:

BROADCASTING . . . at 1240 kilocycles with 1000 watts of power daytime, 250 watts at night, from one of the midwest's finest antenna systems.

REACHING . . . people in 29 counties in Nebraska and 5 counties in Iowa, for a combined population of 1,012,200.

PROGRAMMING . . . for the adult 25-54 that does most of the buying. KFOR's music is geared toward the adult contemporary audience that enjoys both current hits and recent oldies.

COMMUNICATING . . . with our audience through air personalities whose enthusiasm and interest in Lincoln comes across on the air. Paul Harvey adds his special style of commentary three times every weekday. And Larry King's all-night talk show keeps Lincolnites up late.

INFORMING . . . through hourly newscasts with a warm, human approach. KFOR listeners *know* what is happening in their community. Our extensive local coverage is supplemented by national reports from ABC's American Information Radio Network.

PROVIDING . . . the area's most complete and comprehensive radar weather coverage with meteorologist Earl Finckle. KFOR is the station Lincoln turns to for reliable coverage of severe weather and was the first Lincoln station to install its own weather radar equipment.

COVERING . . . more local and national sports than any other Lincoln radio station. KFOR broadcasts the play-by-play of every University of Nebraska football and basketball game. The KFOR Sportscasters Club sponsors play-by-play of local high school football and basketball games. And every spring we join the Royals Radio Network for a season of Kansas City Royals baseball.

WORKING . . . to improve our community. We explore, appraise, editorialize . . . we get *involved* in Lincoln. KFOR reaches for every opportunity to meet local problems head on and participate in their solution. We work *with* Lincoln in sponsoring Community Blood Bank Sign-Up Day and Lincoln's oldest Christmas toy appeal, Operation Santa Claus.

TURNING . . . people on . . . and people are turning *us* on . . . because of our promotions and contests. We're the one Lincoln turns to for the Bridal Forum . . . Flower, Lawn and Garden Show . . . "For Secretaries Only." If it's happening in Lincoln, KFOR is helping!



Box 80209

Lincoln, Nebraska 68501

(402) 475-6606