

1370

KVWO

RADIO

1000 Watts

Serving Wyoming, Nebraska and Colorado

ALLIANCE

WHEATLAND

SCOTTSBLUFF

LARAMIE

CHEYENNE

SIDNEY

STERLING

FT. COLLINS

GREELEY

FT. MORGAN

C and W MUSIC

NEWS ON 1/2 HOUR

SPORTS

ROCKY MOUNTAIN NAT'L PARK
OPEN ALL YEAR
FOOD AND LODGING
LATE MAY MID SEPTEMBER

Denver-Boulder
Turnpike
Interchange

ANTON

St Francis

Who

K 2 W



WYOMING'S ONLY NBC AFFILIATE
September, 1954

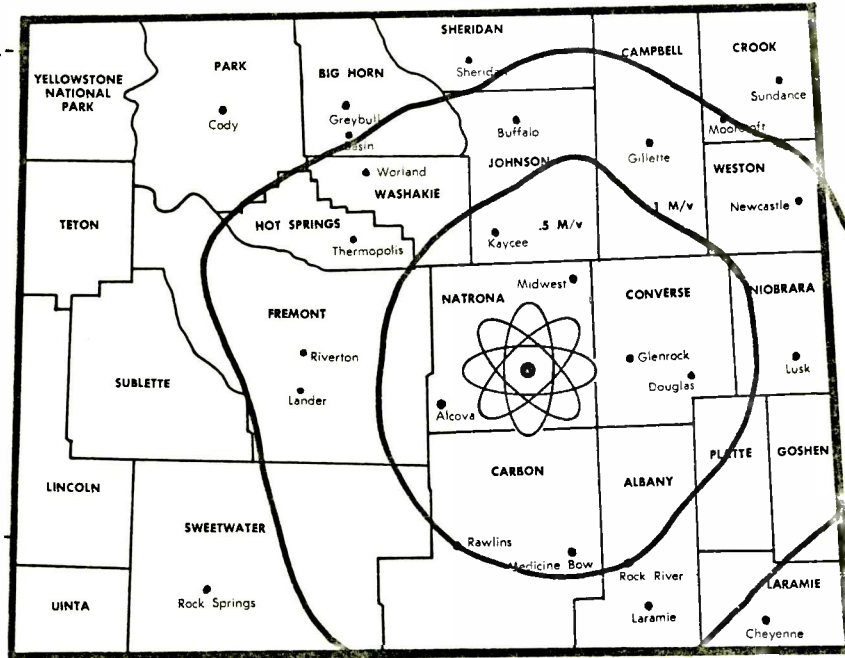
BROADCAST CENTER ★ P. O. BOX 2717

CASPER, WYOMING



5000 Watts • 1470 KC • Regional Radio
Wyoming's Pioneer Broadcaster • Established 1930
Telephone 307-237-3711 • Teletype 307-237-2354

Vice President & General Manager, Jack Rosenthal • Station Manager, Fred Burgi



WYOMING'S ONLY NBC AFFILIATE

Represented Nationally by the Meeker Company

NEW YORK
521 Fifth Avenue
MUrray Hill 2-2170

SAN FRANCISCO
55 New Montgomery St.
YUkon 6-4940

CHICAGO
333 N. Michigan Ave.
CEntral 6-1742

OMAHA
Kiewit Plaza
341-7535

HOLLYWOOD
6362 Hollywood Blvd.
Hollywood 2-6501

KANSAS CITY
1012 Baltimore Bldg.
471-5502

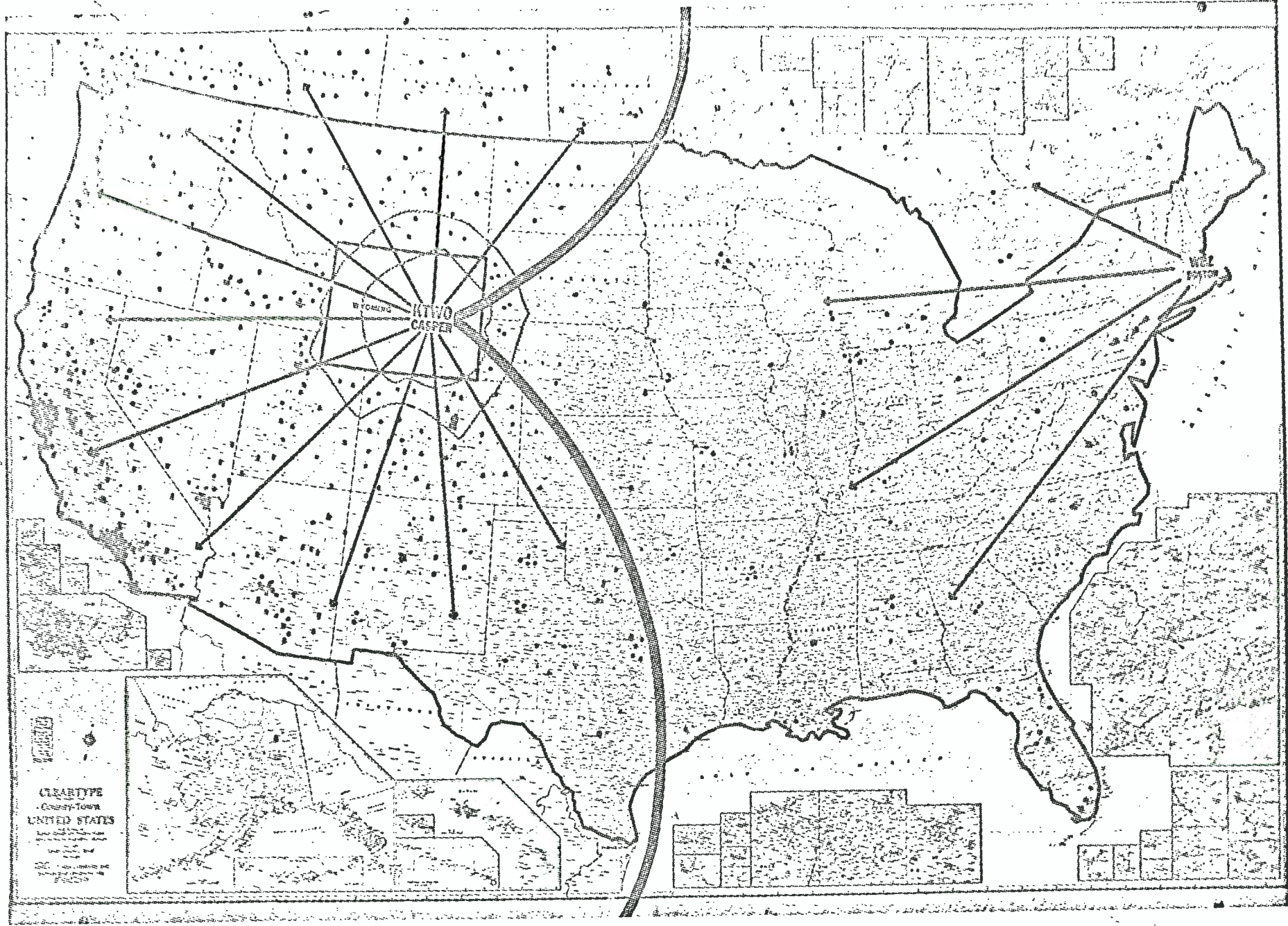
Regional Representatives

SEATTLE
Art Moore & Associat
Jones Building
MUtual 2-3377

PORTLAND
Art Moore & Associates
520 S.W. 6th Ave.
CApital 8-7284

DENVER
John L. McGuire & Co.
1150 Delaware St.
825-7585

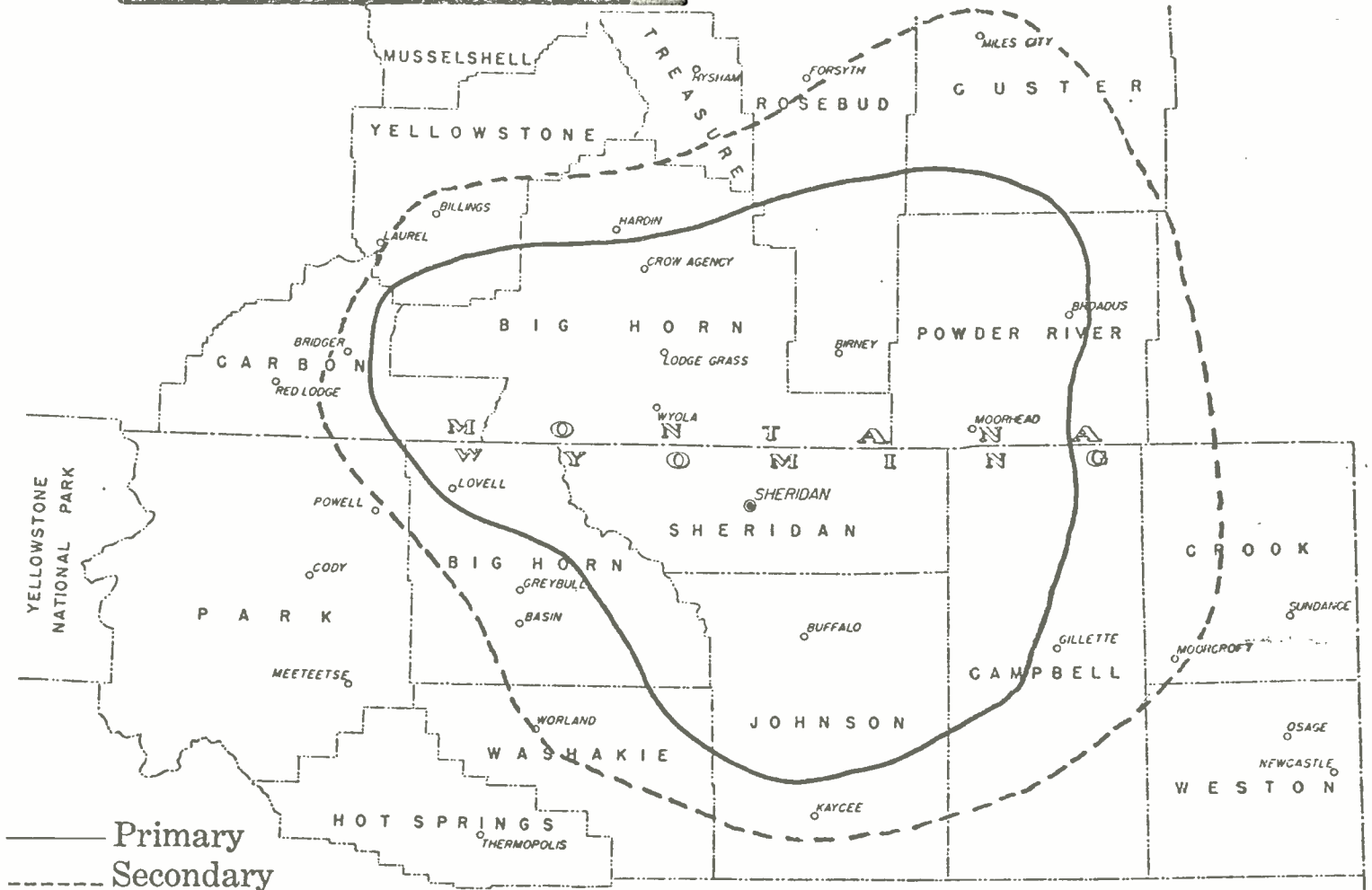
*This is the only one
we have right now*



The broken, circular lines indicate the K2 Radio daytime contours. The area West, North and South of the heavy black line indicates the K2 Radio nighttime skywave. This line also indicates how the K2 signal must be withdrawn at night toward the East in order to protect WBZ, Boston. The black dots indicate areas from where mail has been received.

KWYO

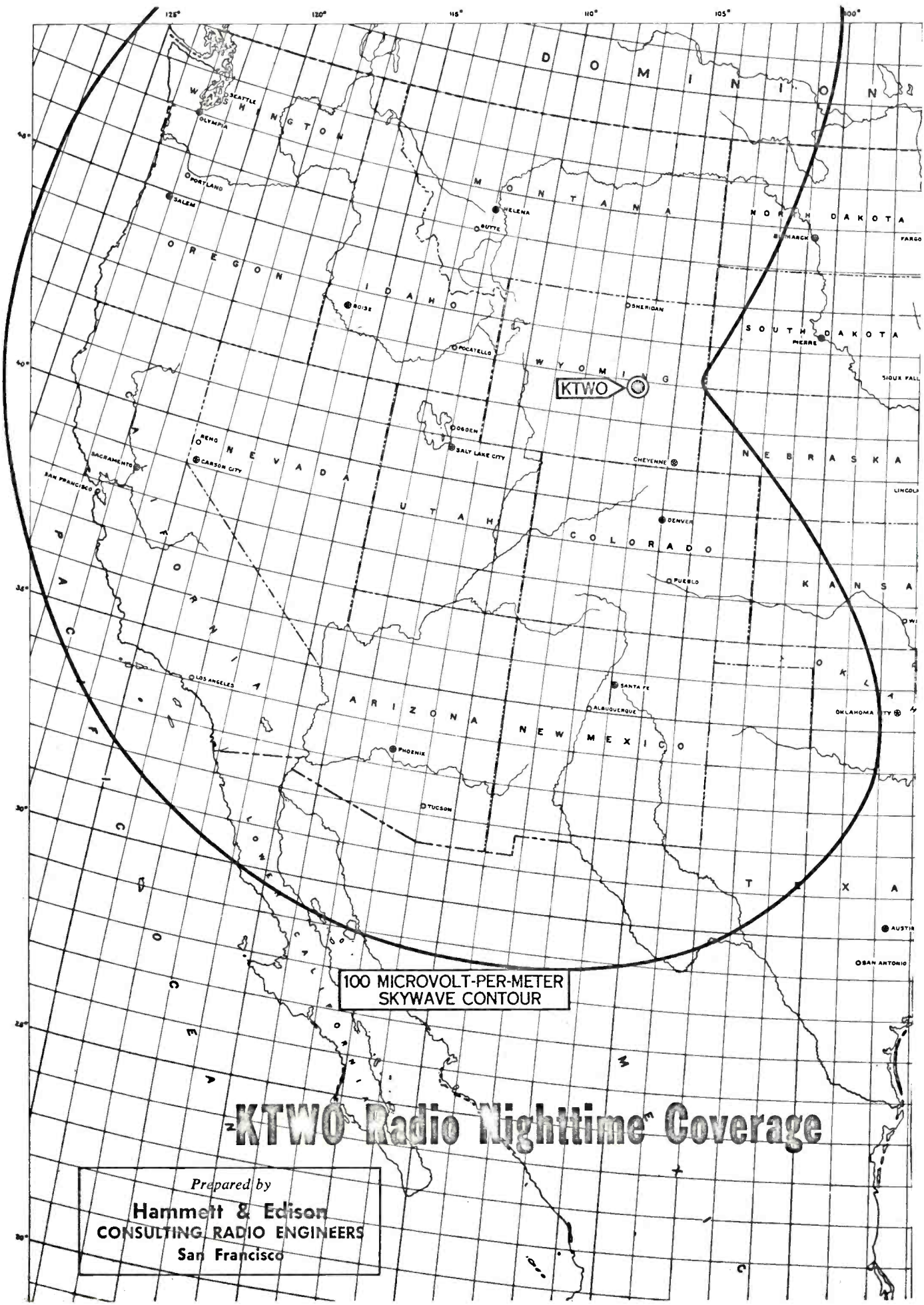
SHERIDAN, WYOMING



COVERAGE MAP

1000 W

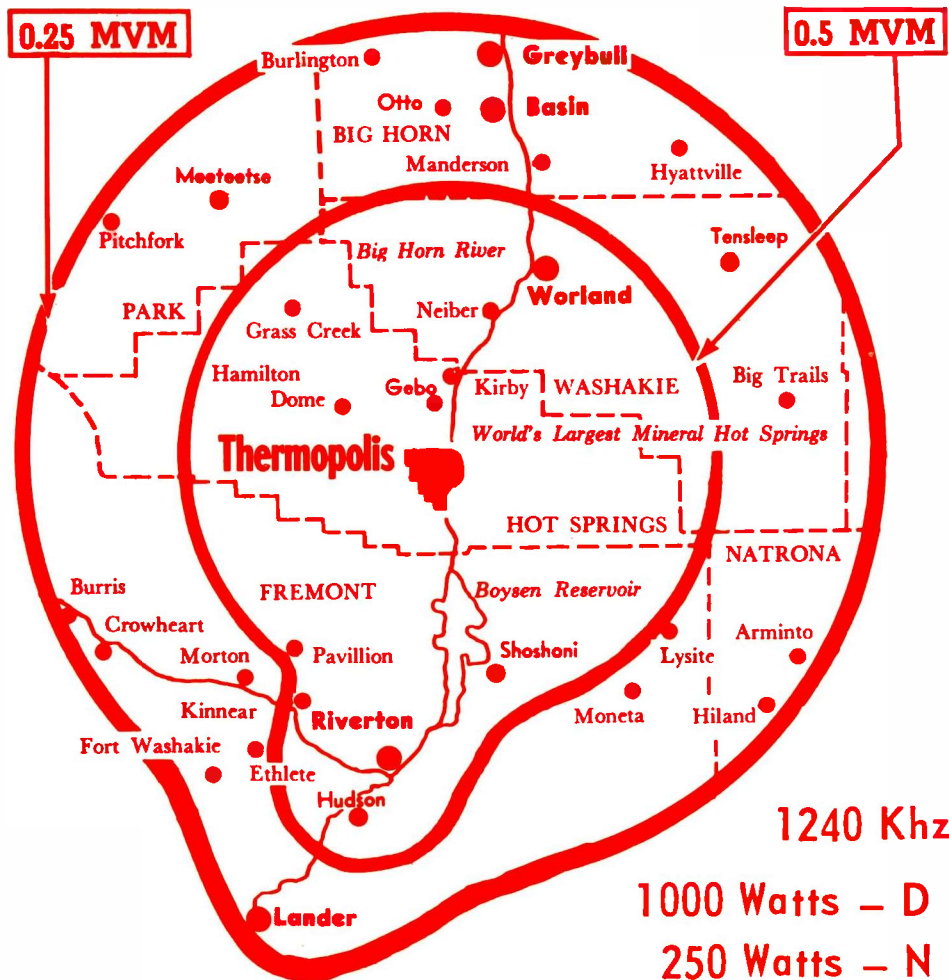
1410 KC



100 MICROVOLT-PER-METER
SKYWAVE CONTOUR

KTWO Radio Nighttime Coverage

Prepared by
Hammett & Edison
CONSULTING RADIO ENGINEERS
San Francisco



1240 KHz
 1000 Watts - D
 250 Watts - N

United Press International
 Radio News

Represented Nationally by:

Bob Hicks
 280 Columbine St.
 Denver, Colorado 80206

KT HE has

- THE RIGHT POWER - 1000 Watts
- THE RIGHT FORMAT - Modern Country
- THE RIGHT AUDIENCE - Almost Everybody
- THE RIGHT APPROACH - Listenable

KT HE SERVES A REGION RICH IN OIL, CATTLE, HISTORY, HEALTH, and RECREATIONAL FACILITIES - and WYOMING'S MOST-TRAVELED ROUTES TO JACKSON, CODY, and YELLOWSTONE and GRAND TETON PARKS.

AGENCY COMMISSION: 15% on net time

TIME RATES: No. 40 Eff 11/1/70 - Red'd 11/11/70.

PACKAGE PLANS:

- A - Mon. thru Sat. 6:30-9:00 a.m. & 4:30-6:30 p.m.
- B - All other times.

RATES:

PER WK:	Class "A"				
	12 T.	18 T.	24 T.	30 T.	36 T.
1 min.....	\$3.25	\$3.00	\$2.80	\$2.60	\$2.35
30 sec.....	2.60	2.40	2.20	2.05	1.90
10 sec.....	1.60	1.50	1.40	1.30	1.20
Class "B"					
1 min.....	2.60	2.35	2.15	1.95	1.75
30 sec.....	2.05	1.90	1.75	1.55	1.40
10 sec.....	1.30	1.20	1.10	1.00	.85



Studios of KTBE - 320 N. Railroad Avenue - Thermopolis, Wyoming

KTBE

Radio Thermopolis

is owned and operated by:

Big Horn Basin Broadcasting Co., Inc.
James A. Ostby
President and General Manager

Mail : Box 591
Phone : (307) 864-2119

Thermopolis, Wyoming 82443



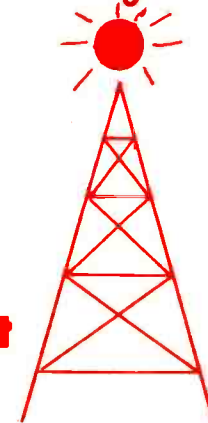
KTBE

"Modern Country Tower Power"

**1000
watts - Day**

**250
Watts - Night**

**1240 on
AM Dial**



Your Most Powerful Salesman

K

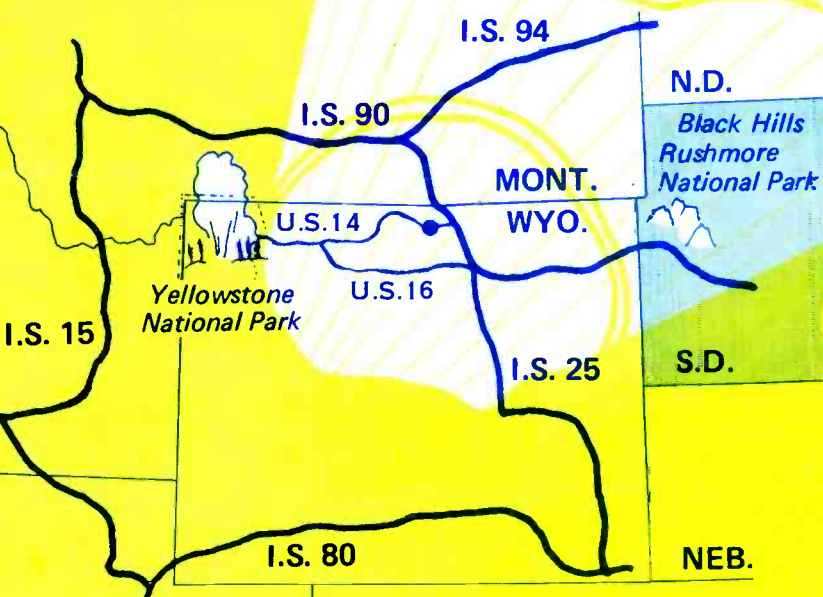
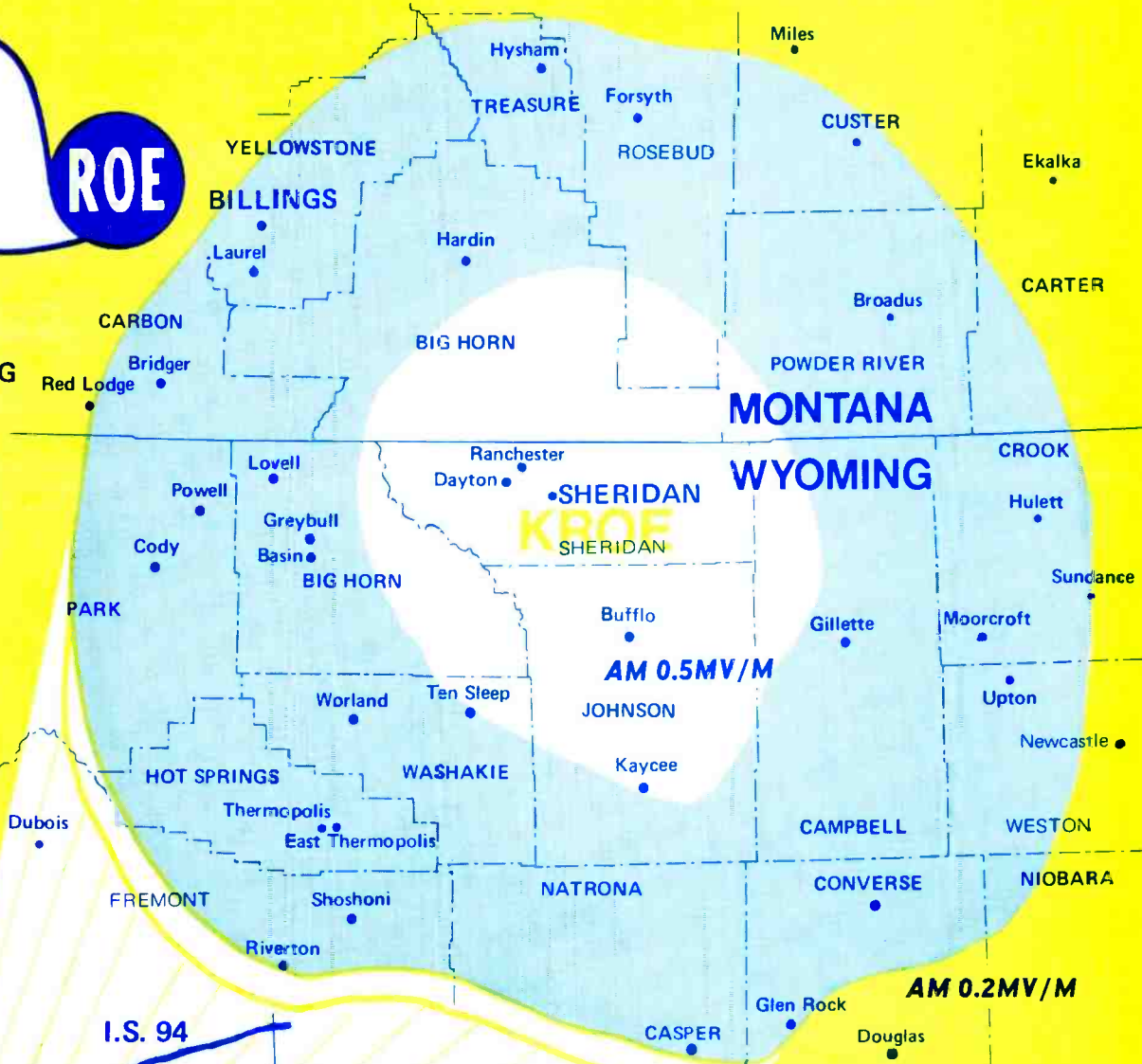
ROE

RADIO

930 kc

SHERIDAN, WYOMING

THE BIG K RADIO Gives You Coverage in Both Width and Depth, a Diversified, High Income, 23 County Area Covering Important Portions of Both Wyoming and Montana



**You'll Get a Real Kick
in the Sales
From the Friendly Big K.**

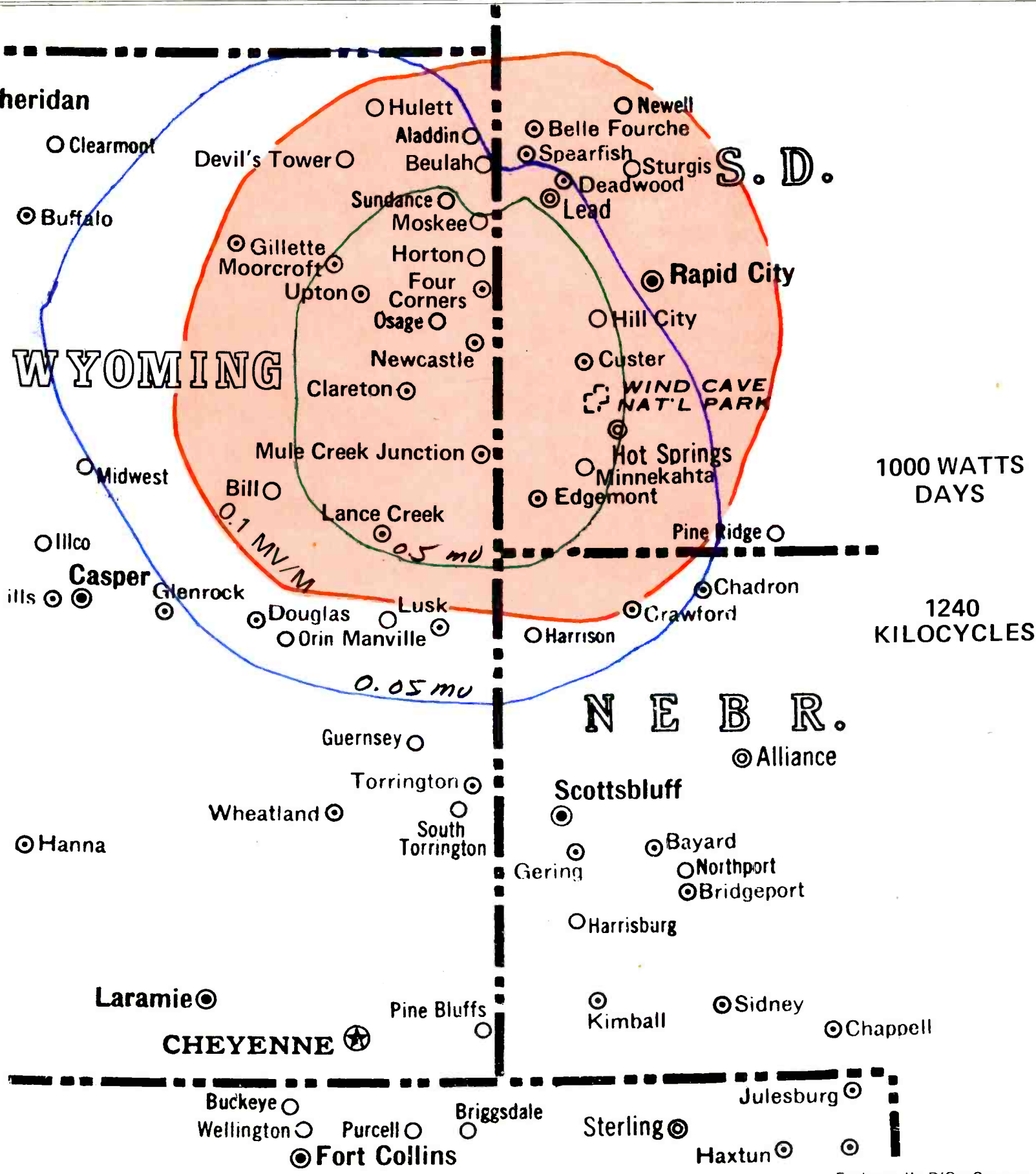
KASL

Revised.

1240 KC

216 WEST MAIN
NEWCASTLE, WYOMING
PHONE (307) 746-4433

1000 WATTS



1000 WATTS
DAYS

1240
KILOCYCLES

K A S L - NEWCASTLE, WYOMING

1000 Watts Days - 250 Watts Nights

COVERAGE DATA

COUNTY	POPULATION	RADIO HOMES	RETAIL SALES	FOOD	DRUG	AUTOMOTIVE	FILLING STATIONS
<u>WYOMING</u>							
Weston	7,600	2,340	9,893,000	2,383,000	517,000	1,855,000	1,552,000
<u>SO. DAKOTA</u>							
Custer	3,700	1,210	5,514,000	1,320,000	162,000	805,000	1,068,000

SOURCE - SRDS - March, 1970

Kati

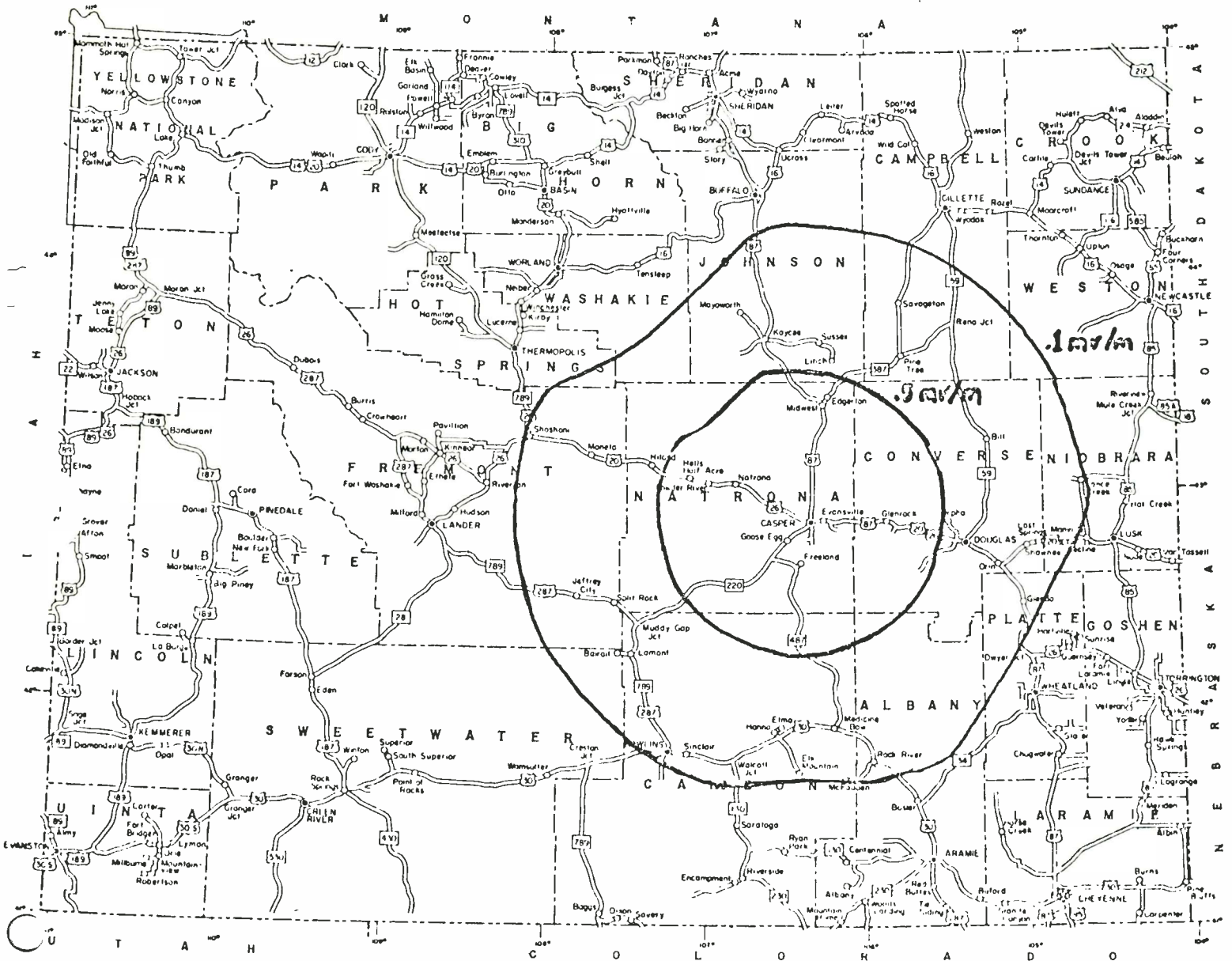
1400 KC

BOX 2006

PHONE 23 7-9747

CASPER, WYOMING

STATE OF WYOMING



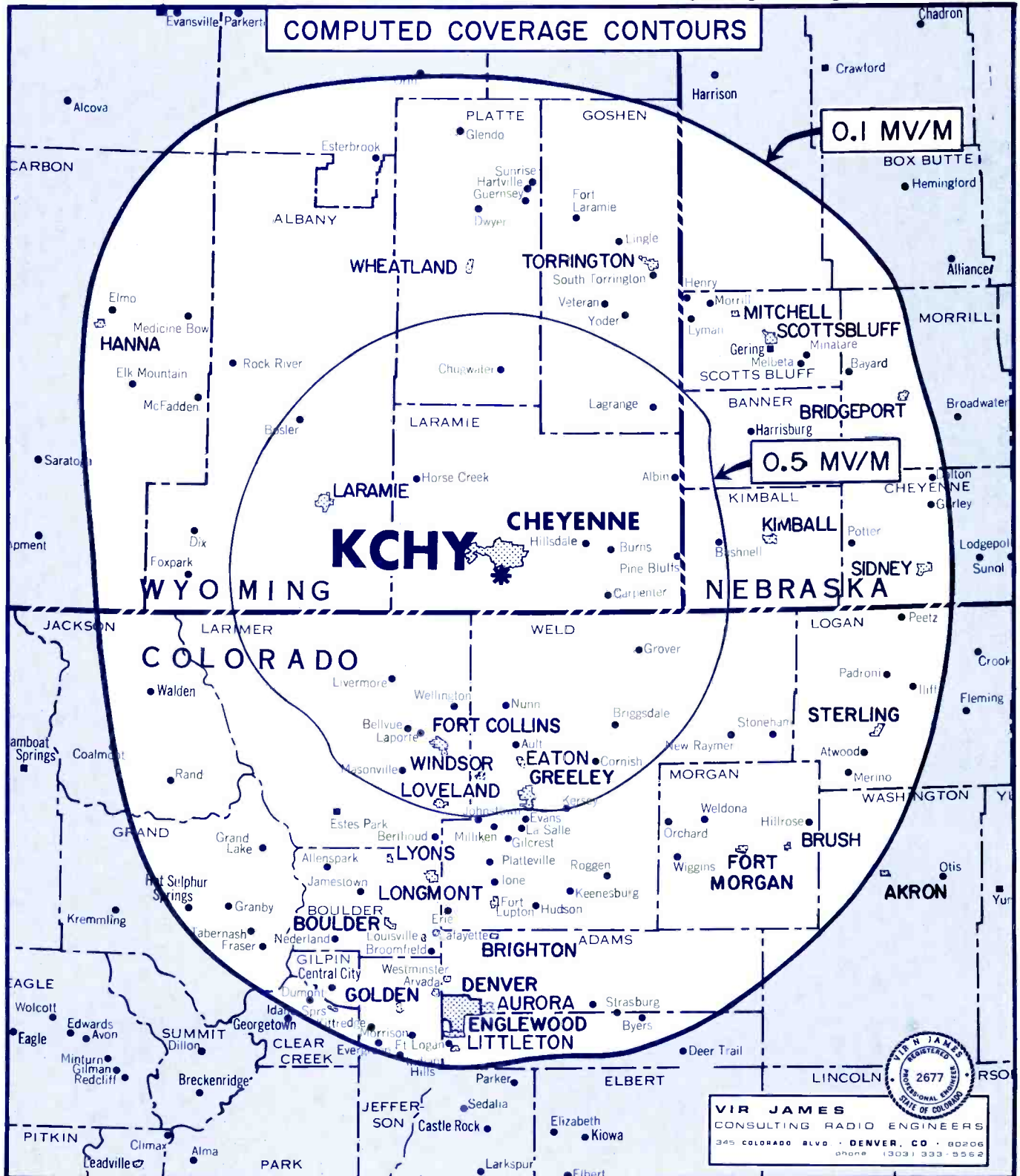
Population

KCHY 1530 kHz 10,000 watts RADIO

CHEYENNE WYOMING

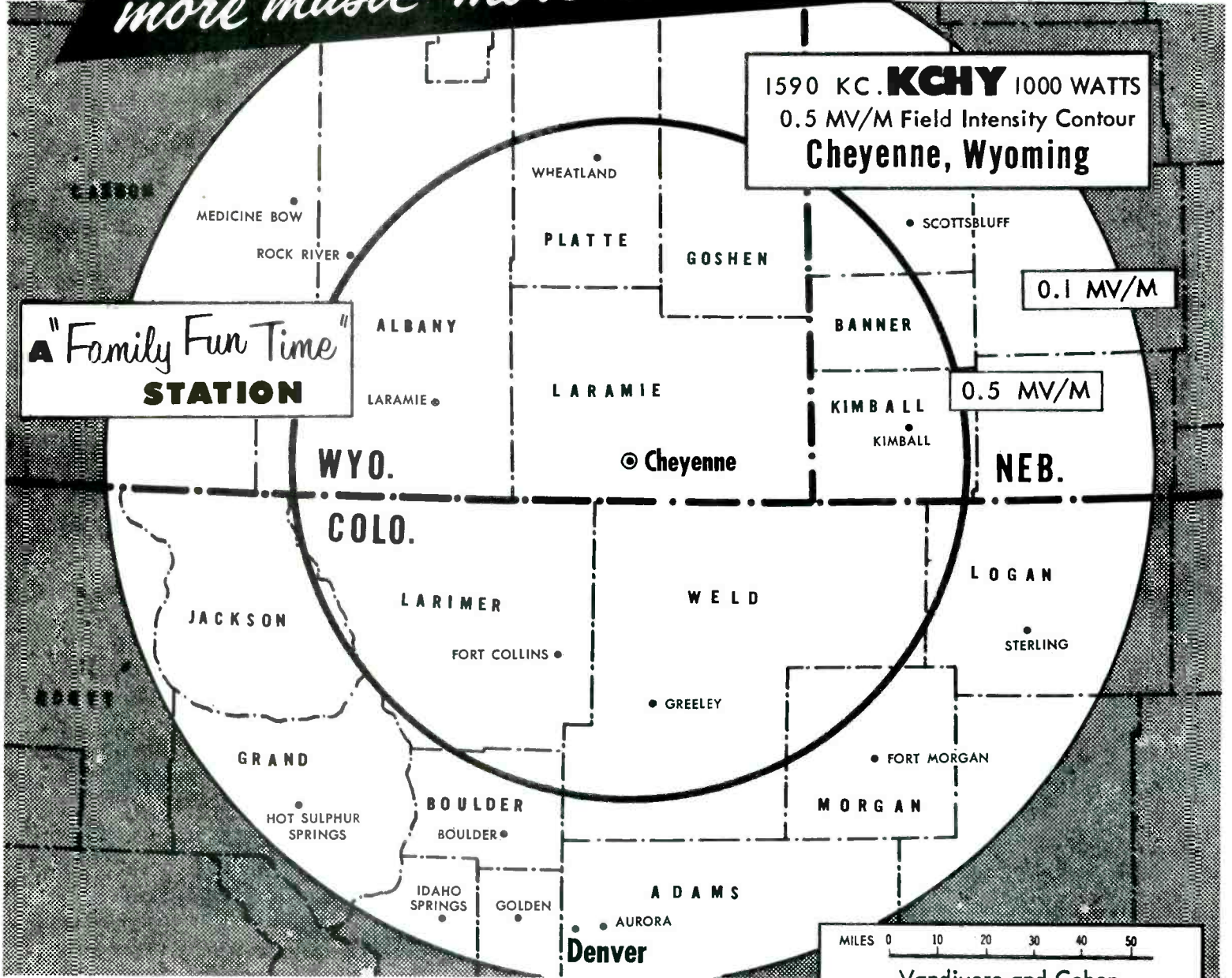


Highest powered 24-hour service in Wyoming's largest market



the new **KCHY** 1000 WATTS

more music - more news - more often!



market data

Population
120,000

Families
54,000

Retail Sales
\$174,221,800

Auto Registration
44,000

51,800

RADIO HOMES

OVER 40,100

AUTO RADIOS

ALL DATA: MAY 1959 ISSUE, SALES MANAGEMENT "SURVEY OF BUYING POWER"
NIELSEN'S RADIO AUDIENCE FACTS, 1958 REPORT.

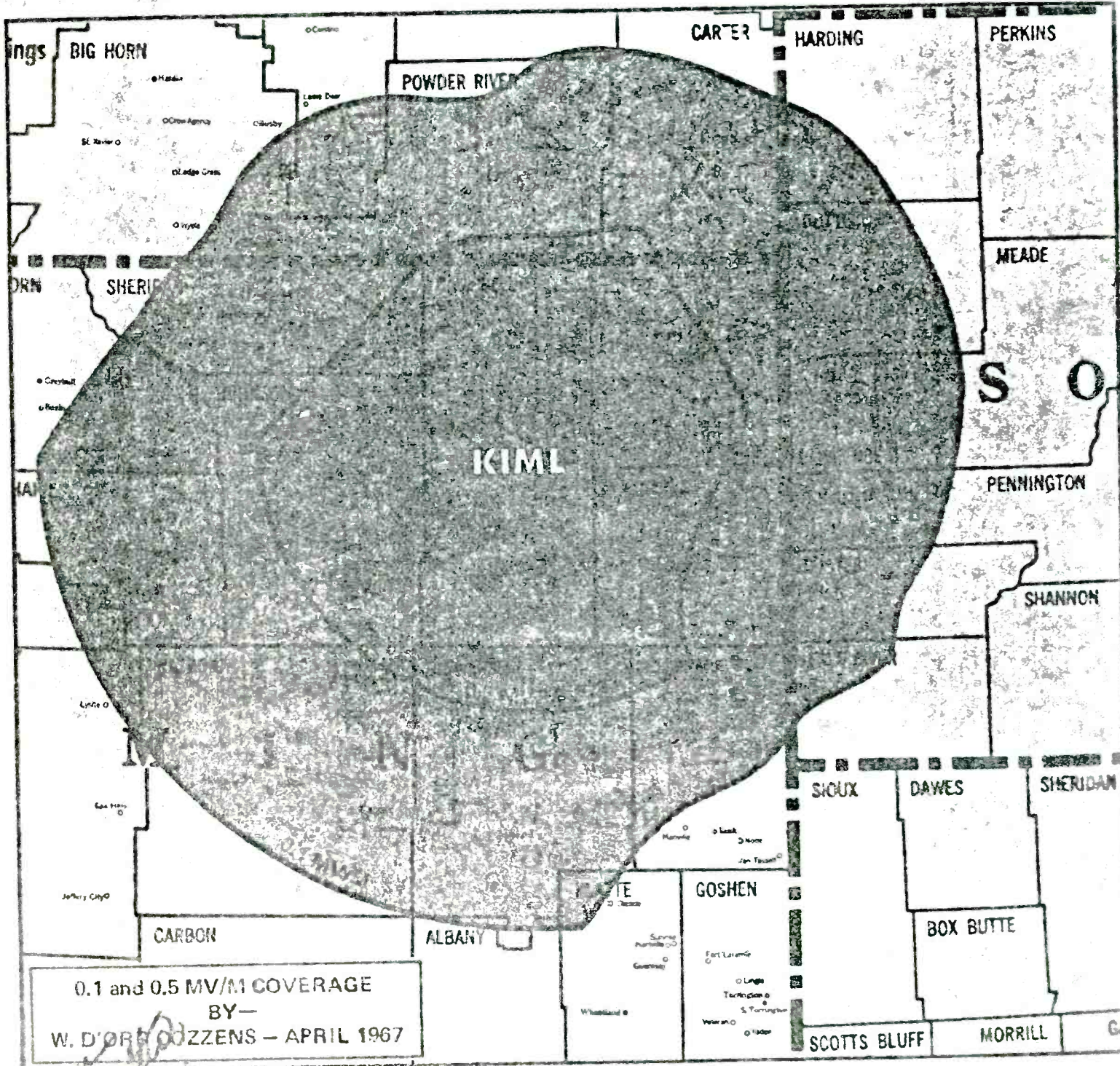
KIML

GILLETTE, WYOMING

5000 WATTS — 1270 KC

AFFILIATED INTERMOUNTAIN NETWORK

REPRESENTED NATIONALLY



COVERAGE DATA — 1967 (SRDS-JUNE-1967)

and you should have a copy of this map

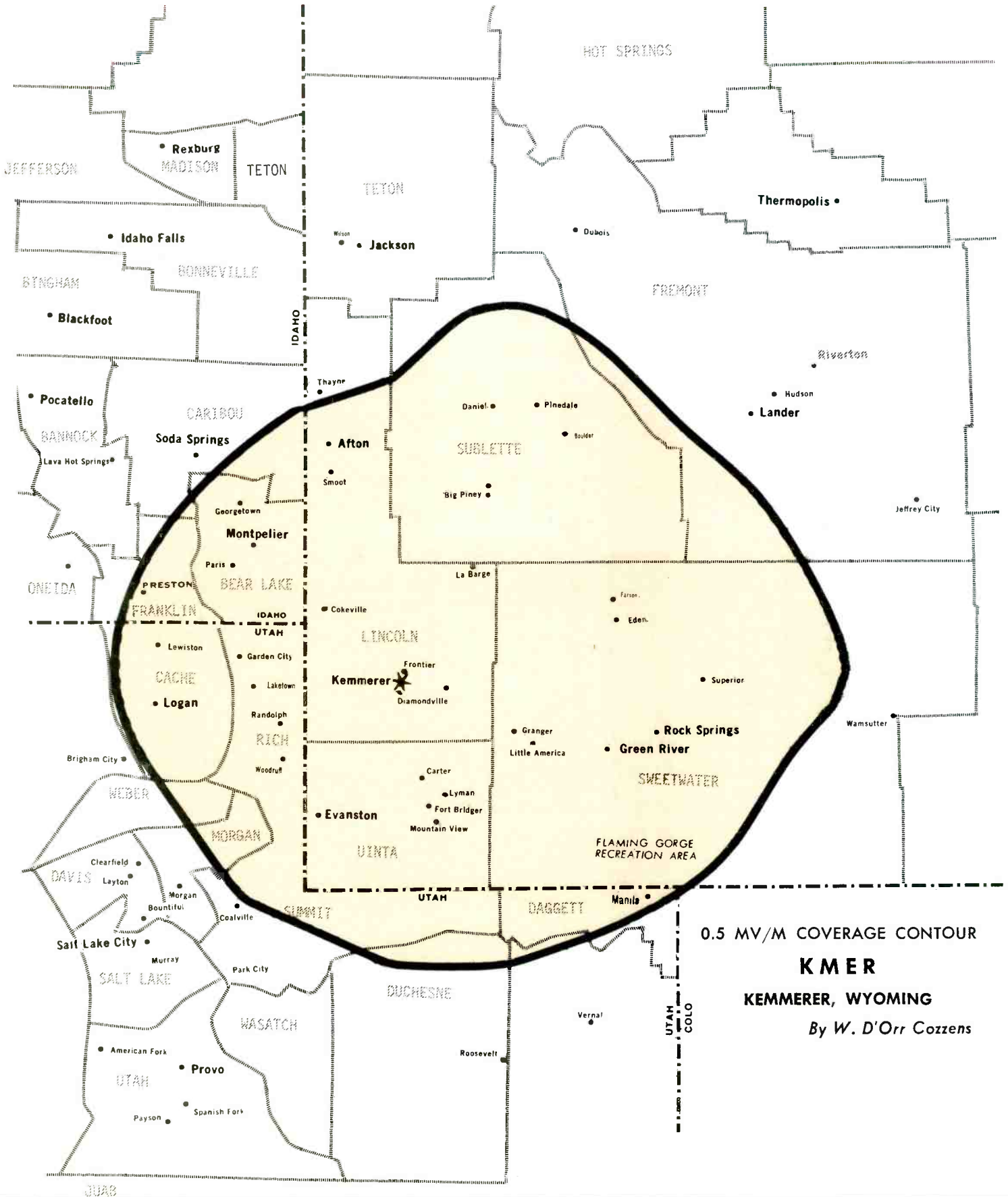
- POPULATION
- RETAIL SALES
- FOOD
- AUTOMOTIVE
- FILLING STATION

COVERAGE MAP

KMER—KEMMERER, WYOMING

5000 WATTS — 950 KILOCYCLES

JAN. 1, 1970



COVERAGE DATA

KMER--KEMMERER, WYOMING

5000 WATTS — 950 KILOCYCLES

1969

COUNTIES	POPULATION	RADIO HOMES	RETAIL SALES	FOOD	DRUG	AUTOMOTIVE	FILLING STATION
<u>WYOMING</u>							
Sweetwater	14,100	4390	30,042,000	8,586,000	1,300,000	5,761,000	4,876,000
Uinta	6,900	1860	10,908,000	2,874,000	536,000	2,166,000	1,689,000
Sublette	4,400	1330	5,958,000	1,442,000	146,000	575,000	1,571,000
Lincoln	8,900	2490	12,275,000	3,125,000	495,000	1,792,000	1,938,000
<u>UTAH</u>							
Rich	1800	490	1,219,000	282,000	_____	_____	224,000
Daggett	1400	380	417,000	132,000	_____	_____	925,000
<u>IDAHO</u>							
Bear Lake	6900	1930	12,576,000	2,605,000	336,000	3,382,000	1,826,000
TOTAL	44,400	13,410	73,395,000	19,046,000	2,813,000	13,676,000	13,049,000

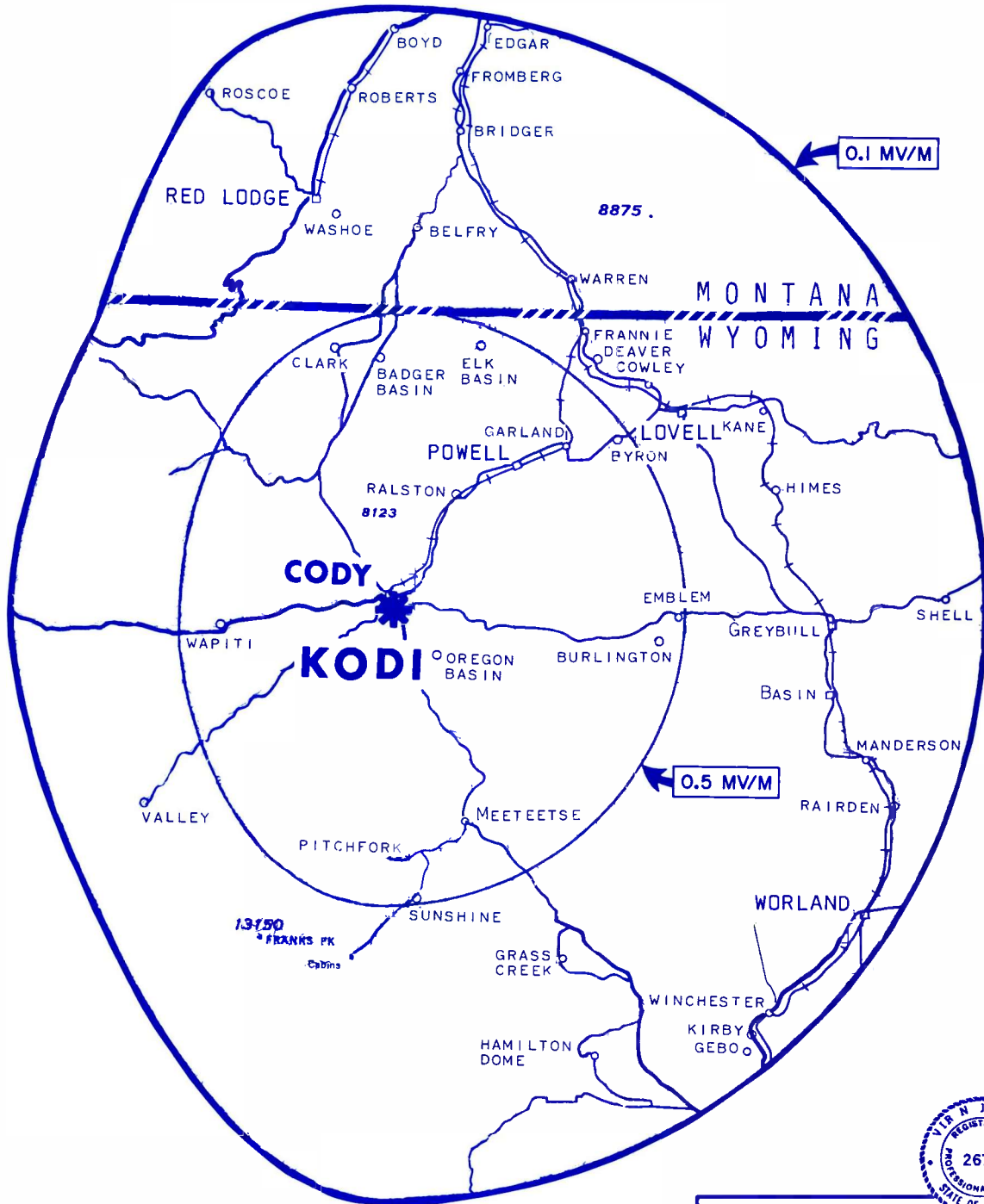
**WYCOM
CORPORATION**

KODI

CODY, WYOMING

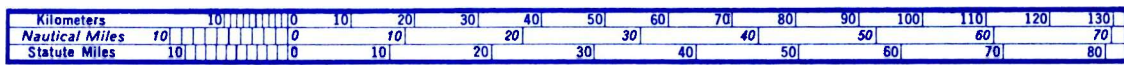
1400 kHz
1000 watts

DAYTIME COVERAGE CONTOURS



DISTANCES TO CONTOURS DETERMINED
USING FCC M-3 GROUND CONDUCTIVITIES

VIR JAMES
REGISTERED
CONSULTING RADIO ENGINEERS
2677
348 COLORADO BLVD. • DENVER, CO • 80208
phone (303) 325-8882



KOVE

COVERING WYOMING'S THIRD
LARGEST — FASTEST
GROWING MARKET

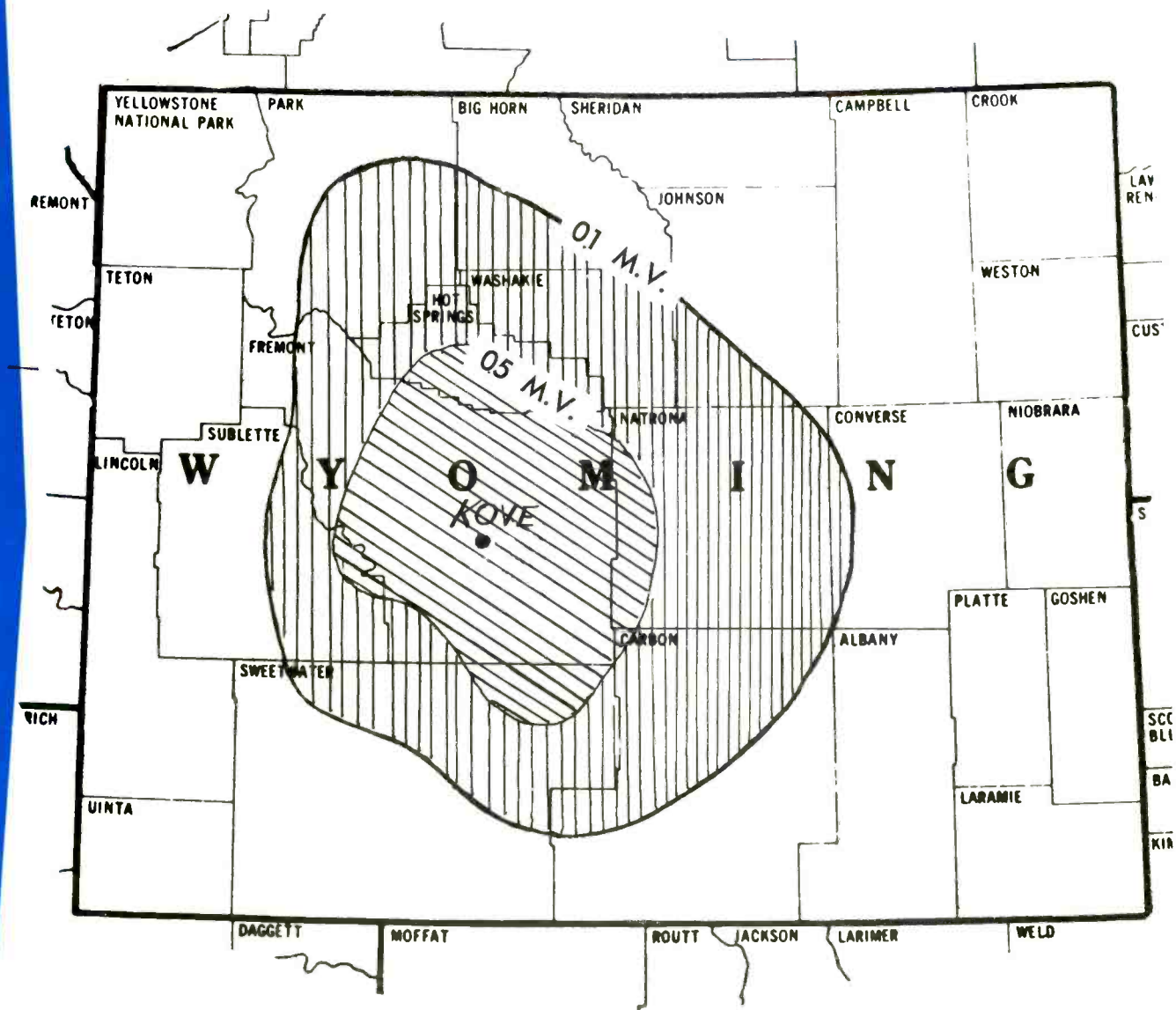
LANDER - RIVERTON

WYOMING

5000 WATTS

1330 KILOCYCLES

COVERAGE MAP



KOVE MARKET DATA

5000 Watts 1330 Kilocycles Lander-Riverton, Wyoming

1964

Phone
Lander 332-5683
Riverton 856-5607

SRDS DATA FOR CARBON, FREMONT, HOT SPRINGS,

JOHNSON, NATRONA, PARK, SUBLETTE, WASHAKIE

KOVE

COVERING WYOMING'S THIRD
LARGEST — FASTEST
GROWING MARKET

KOVE
Lander, Wyoming

Source: STANDARD RATE & DATA — December 1, 1963

COUNTY	POPULATION	RADIO HOMES	TOTAL RETAIL SALES	FOOD SALES	DRUG SALES	AUTOMOTIVE SALES	FILLING STATIONS	GENERAL MDSE.	PASSENGER CARS
Carbon	15,300	4,360	20,741	4,338	975	4,687	4,269	1,631	6,380
Fremont	29,500	7,250	37,693	7,490	1,267	11,856	3,557	2,044	11,230
Hot Springs	7,100	2,040	6,537	1,857	396	677	739	417	2,630
Johnson	5,800	1,670	6,150	1,456	205	1,210	1,015	628	2,740
Natrona	57,500	15,840	76,188	14,310	3,384	18,309	7,403	9,672	23,560
Park	18,100	4,980	29,859	4,010	906	5,016	4,379	1,546	7,230
Sublette	4,500	1,160	4,155	616	297	833	402	585	1,610
Washakie	9,900	2,550	12,517	3,056	451	2,794	915	352	3,580
TOTALS	147,700	39,850	193,840	37,133	7,881	45,382	22,679	16,875	58,960



KOVE

COVERING WYOMING'S THIRD
LARGEST — FASTEST
GROWING MARKET

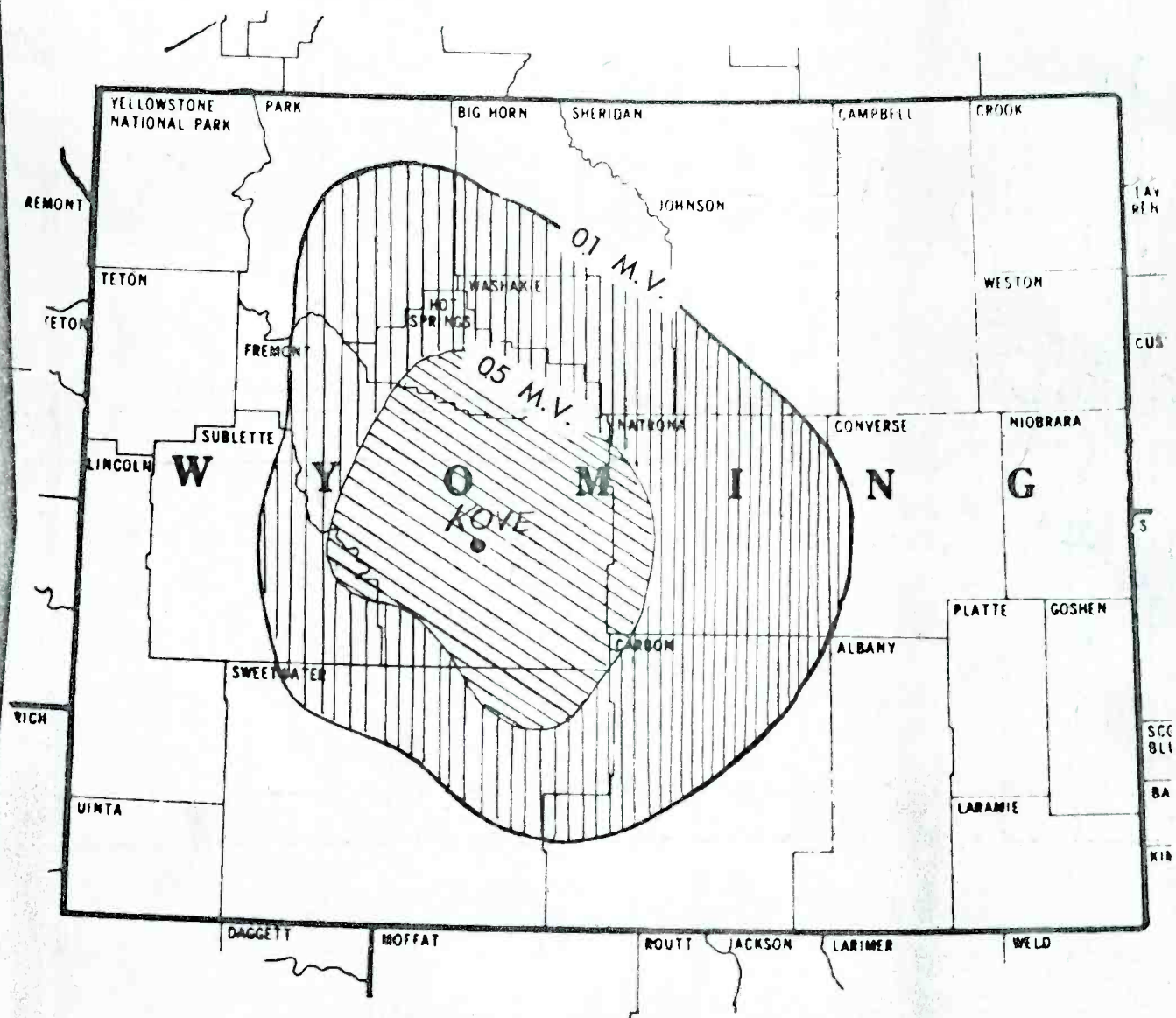
LANDER - RIVERTON

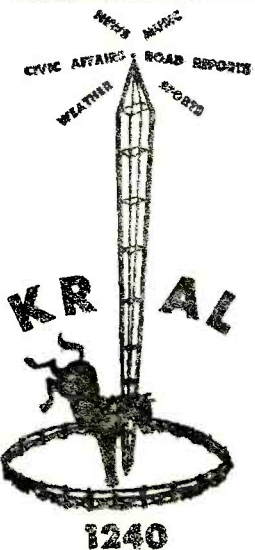
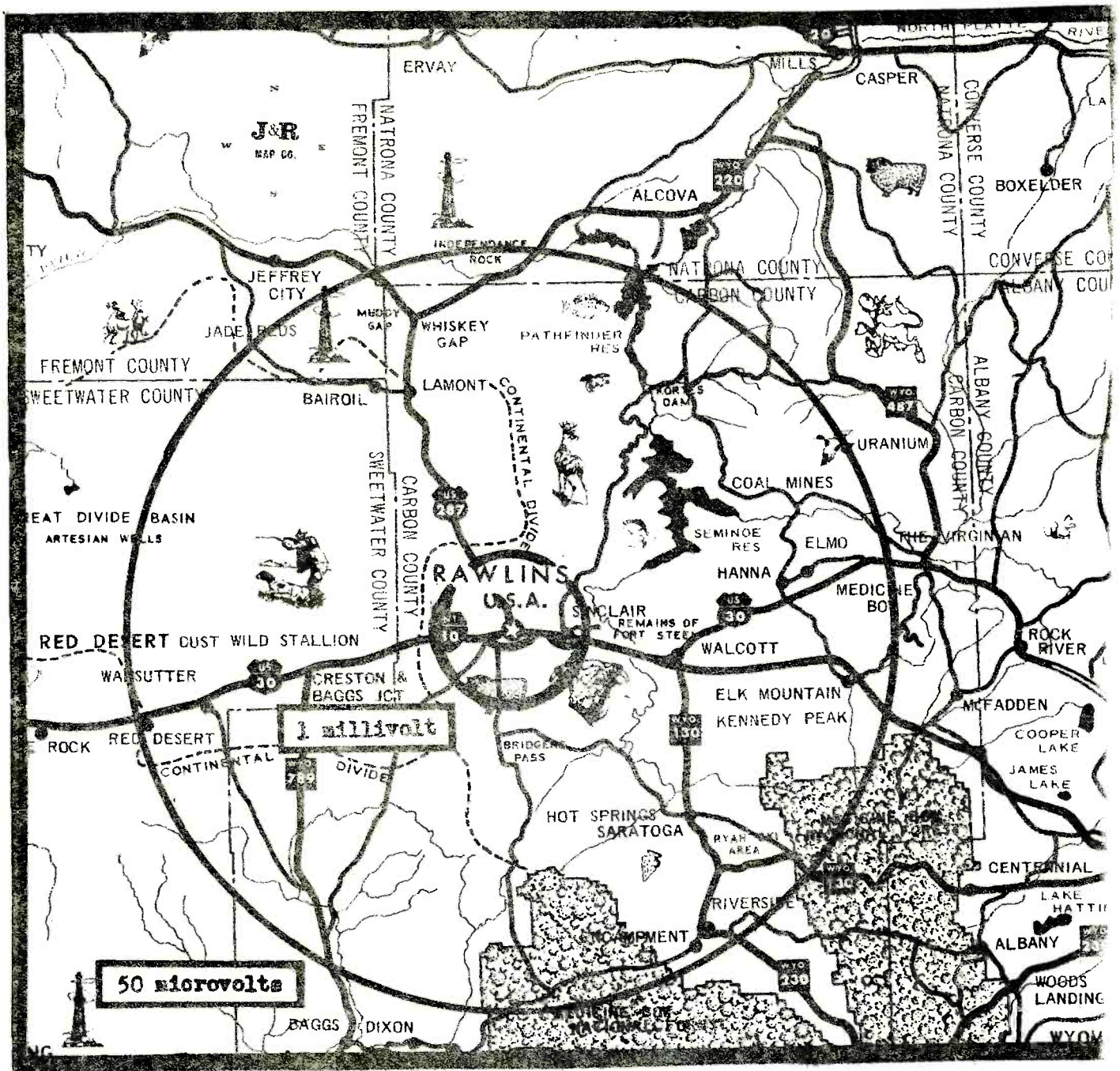
WYOMING

5000 WATTS

1330 KILOCYCLES

COVERAGE MAP





KRAL Rawlins Wyoming 1240
1000 Watts of People Power!!

County population: 12,973 (U.S. Census
 Carbon County, 1970)

1000-Watt coverage from FCC File B-5-MP-2427