

# PROGRAM

## MUSIC:

Music instead of talk; music instead of noise; the contemporary sound comes across to young adults—easy listening blended with the very newest recordings and an occasional dash of golden records of the past decade. KRNT doesn't hesitate to break a new release, or comment on community happenings. It's a sound and a staff that are involved in what's going on.

## NEWS:

Nineteen newsmen cover the area with the aid of 2 Mobile News Cruisers that put the news on KRNT **first** and accurately. Affiliation with CBS, and the services of UPI and AP provide national and international coverage. The weekly total is 58 local and 47 CBS news broadcasts, plus numerous drive-time traffic reports.

## SPORTS:

Sportscasters that broadcast over 95 football and basketball games yearly, and comment on developments in the sports world are smooth, knowledgeable and interested.

## PERSONALITIES:



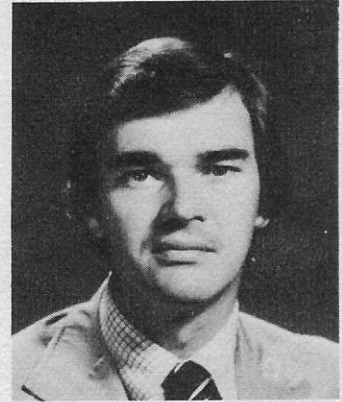
### DEL HULL:

Mr. Charm has all the warmth the ladies like, plus their own kind of music. The senior member of the radio staff, Del is program and music director and keeps the sound headed toward the *individual* listener. (10 A.M.-Noon)



### STEVE GIBBONS:

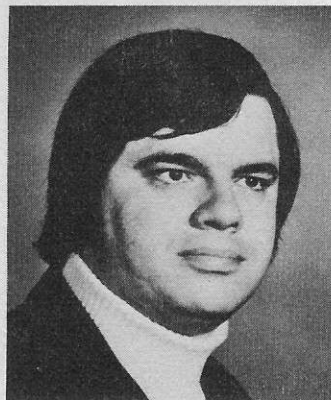
Fast with a pun or a grin, Steve is a modest young man who gets involved in community affairs, makes appearances and watches his audience grow. Irrepressible, delightful, he hosts the morning drive-time with good music. (5-10 A.M.)



### MIKE PACE:

Smooth and sophisticated, with a voice like sunshine and a solid back-ground in music, Mike's quiet good humor is nourishing to the ear and appealing to his wide-ranging audience. (NOON-4 PM)

**KRNT RADIO**  
**135**



### CAL STOUT:

Unique, kooky, unpredictable, with a phenomenal mental file of pop music history, Cal puts the emphasis on music and traffic information during the afternoon drive time. (4-7 PM)

**YOUNG, FRESH, BRIGHT,  
INVOLVED • WEEKDAYS**

## PROMOTION:

Regular announcements on TV 8 keep viewers informed of new KRNT radio activities; newspaper advertising makes personalities known to the public—and for the past two years, write-in and call-in contests have given listeners a chance to be heard, and to be rewarded for their participation. Everything from turkeys to snow tires, sailboats, Chinese dinners, and theater tickets have gone out to lucky winners.

**MERCHANDISING:** A weekly mailing informs all local food and drug wholesalers of products being advertised.

(over)

# KRNT RADIO LISTENING AREA

COUNTY	POPULATION (70 Census — in 000)	URBAN POPULATION (70 Census — in 000)	EFFECTIVE BUYING INCOME PER HOUSEHOLD (Sales Management "Survey of Buying Power"—1972)	PER CAPITA INCOME (Sales Management "Survey of Buying Power"—1972)
Polk (DM Metro)	286.1	265.8	\$ 13,046	\$ 4,270
Basic (9-County) Listening Area	543.8	300.5	\$ 11,255 (Area Average)	\$ 3,605 (Area Average)
U.S.A.			\$ 11,333 (U. S. Average)	\$ 3,558 (U. S. Average)

## DES MOINES: IOWA'S LARGEST SHOPPING CENTER!

★★65% of the adults in the surrounding counties shop in the capitol city at least once annually.

★★Interstate Highway 35 (Minneapolis/St. Paul to Kansas City) and I-80 (Chicago to Omaha) converge in Des Moines, giving easy access to the central business district and 24 major shopping areas.

## DES MOINES: 20th NATIONALLY\* IN MEDIAN HOUSEHOLD INCOME!

★★Has a work force of 140,000.

★★Has a low rate of unemployment because of equal distribution of its labor force in manufacturing, trade, public utilities, finance and government.

This diversity plus location in an agribusiness area including many of the nation's leading gross farm income counties, was a significant factor in the relatively stable economy during 1970-71, when other parts of the country experienced slow economies.

## DES MOINES: MORE WORKING WOMEN THAN MOST CITIES!

★★Has 51,800 women in its labor force. This is 48.2% of the total labor force; the national average is 42.6%.

Has 28,900 married working women, 45.1% of the total work force. The national average is 40.8%.

## DES MOINES: THE TEST MARKET!

1. A cross- section of population.
2. Excellent market facilities.
3. Availability of cooperative advertising media.
4. Relative isolation from other markets.
5. Previous good record as a key test market.

\*For Standard Metro Statistical Areas — Sales Management "SURVEY OF BUYING POWER", 1972.

