



24 HOURS OF CONTINUOUS MODERN COUNTRY MUSIC

OFFICES: 100 WEST McDOWELL ROAD - P.O. BOX 6010 - PHOENIX, ARIZONA 85005

OFFICE PHONE: (602) 258-8066

TRANSMITTER PHONE: (602) 936-1474

1190 on your Dial

February 14, 1970

Ernest R. Cooper  
438 E. 21st Street  
Brooklyn, N.Y.  
11226

Dear Ernest;

Thank you very much for your interesting letter of the 9th regarding reception of KRDS in Brooklyn. I am glad your perseverance paid off so well, as I am happy to verify your report and confirm your reception of KRDS.

You have copied most of the dialogue from my show perfectly, the phone number being 936-1474 or 75. The record you mention as having whistling probably was Billy Walker's "Thinkin' about you, babe".

KRDS is a fulltime class II-B station, operating on 1190 Kc/s (I never have liked Khz either) with a power of 250 watts into a two tower directional array. We are the only AM station programming modern country music around the clock. Our emphasis on the "modern" may be the cause of what you describe as "chicken rock" (we are trying to broaden our audience base by appealing to all adults). As the coverage map shows, our main lobes are NE and SW.

According to a letter from Ray Coleman, of Huntington, N.Y., KLIF has gone NSP again...with Feb 9 an unaccountable exception. Maybe they have labor problems, too? Anyway, I have had very few reception requests in the past three weeks or so, but this week I have gotten at least four already.

My attention is drawn to your comment on the news situation at far too many stations. At KRDS, our news normally is at :40. However, during the night show, I feel free to eliminate one or more newscasts in order to avoid rehashing dead news. I concentrate more on short (15 - 30 second) featurettes blended in with the music and comment. My listeners agree that this is more interesting and stimulating than rewrites of yesterday afternoons Viet Nam headlines. My unusual level of audience response at all hours of the all night show tends to encourage me to continue this approach. As a market, Phoenix has few all night radio listeners (and the country audience is usually 10%), but I feel that KRDS has a good morning drive audience left when I go home.

Your number of verifications is certainly impressive, I'm glad KRDS now has a place among them. Thank you again for writing, and good listening!

Best regards,

Barry Mishkind  
(Jim Barry)

KRDS Production Manager