



Mr. Carl W. Dabelstein  
8209 West 78'th Street  
Overland Park, Kansas  
66204

3 December '85

Dear Carl,

Thank you for your letter reporting your reception of WKBH Radio on November 28'th. All of the program information that you sent was accurate.

I was suprised to hear that you had monitored "the old WKBH" in La Crosse, and thought you might enjoy hearing the story of the old and new stations. The original WKBH went on the air in 1923 from stuios at Leitholds Music Store in downtown La Crosse. Over the years, it was operated by individuals, and eventually by a broadcasting company owned by a Mr. Howard Dahl. In 1971, the station was sold by Mr. Dahl to Midwest Family Broadcasting of Madison, Wisconsin. They changed the format to Top-40, and the call letters to WIZM. At the time of the sale, my father, Del Lonnquist, was the General Manager of WKBH. He did not work for the new WIZM, instead he left Wisconsin to manage stations in Florida. Over the years, I got into broadcasting, and eventually returned to La Crosse to work as Chief Engineer for WLXR AM/FM. My father and I both wanted to stay in this area, and to have our own stations, so we applied to the FCC for licenses, which we received in the Spring of 1984. When it came time to choose call letters for the AM station, my father decided that -as he was the last manager of the La Crosse station WKB - we would ressurect the old calls. WKB , olmen, began broadcasting July 28'th, 1984.

WKB is located in the olmen Square Mall in olmen. It programs the Sateellite Music Network "STARDUST" format of "good music". In 1984 we also built FM station WKDL which programs Modern Country music with live DJ's 24 hours a day.

Thanks again for the reception report. By the way, KØSBV de N9DMY. (I originally was WD9GDJ in 1977).

Sincerely,  
*Roger Lonnquist*  
Roger Lonnquist