

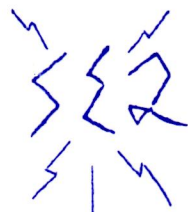
S. E. Q. Corporation, Inc.

PRESIDENT—GEORGE W. WEBBER
VICE-PRESIDENT—EDITH L. WEBBER
SECRETARY—ROBERT L. WEBBER

Bob Evans

KWDM^{FM}

Broadcasting at 93.3 mc.
Studio Address: 2401½ University
Des Moines, Iowa Phone 277-3224



CONCERNING A NEW BROADCASTING STATION IN DES MOINES, IOWA

KWDM-FM began broadcasting October 9, 1964. Our main objective up to this time has been to make sure that our all-new equipment was operating properly and that our signal was clear. This objective has been achieved and we are certain of a clear, constant, strong signal for more than fifty miles in all directions from Des Moines. We have good reports from as far as 400 miles away but we claim only a good 50 miles.

During these first weeks, our broadcasters have been carefully trained to avoid personal promotion and so-called disc jockey jargon and to deliver commercial messages with dignity, proper emphasis and sincerity. We think that a commercial message's effectiveness is partly determined by the company it keeps. Our KWDM-FM commercial messages will be associated with and surrounded by music of quality in keeping with the dignity of the firms who choose to advertise on KWDM-FM.

Our musical programs are based on an expanding, varied library of music albums. More than 2000 albums from all over the world are on hand and during the next three months this library of quality, varied music will be increased to more than 5000 albums. Our broadcasters have at least 25% of their schedules set aside for preparation of programs - no off-the-cuff operation.

We invite you to listen to KWDM-FM for we are confident you will appreciate the varied quality programs of music, the extensive sports broadcasts of 126 basketball games during the next four months and the factual news broadcasts.

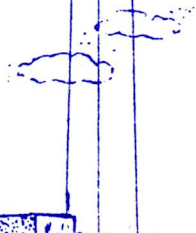
Our attractive, spacious studios and offices occupy the second floor of the First Federal State Bank at 24th and University. We welcome visitors.

We believe the bulk of Des Moines and Central Iowa already are beginning to appreciate this quality radio station and that Des Moines firms will find it profitable to advertise on KWDM-FM and we invite your consideration.

Cordially,

George W. Webber

George W. Webber
President-Manager



Address: 2401½ University
Phone: 277-6168

