

fm - RADIO - am

**KOFO**

OTTAWA, KANSAS  
66067

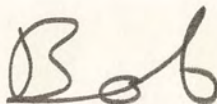
TO: Ben Dangerfield

FROM: Bob Davis

DATE: 9 Feb 68

SUBJECT: Reception report

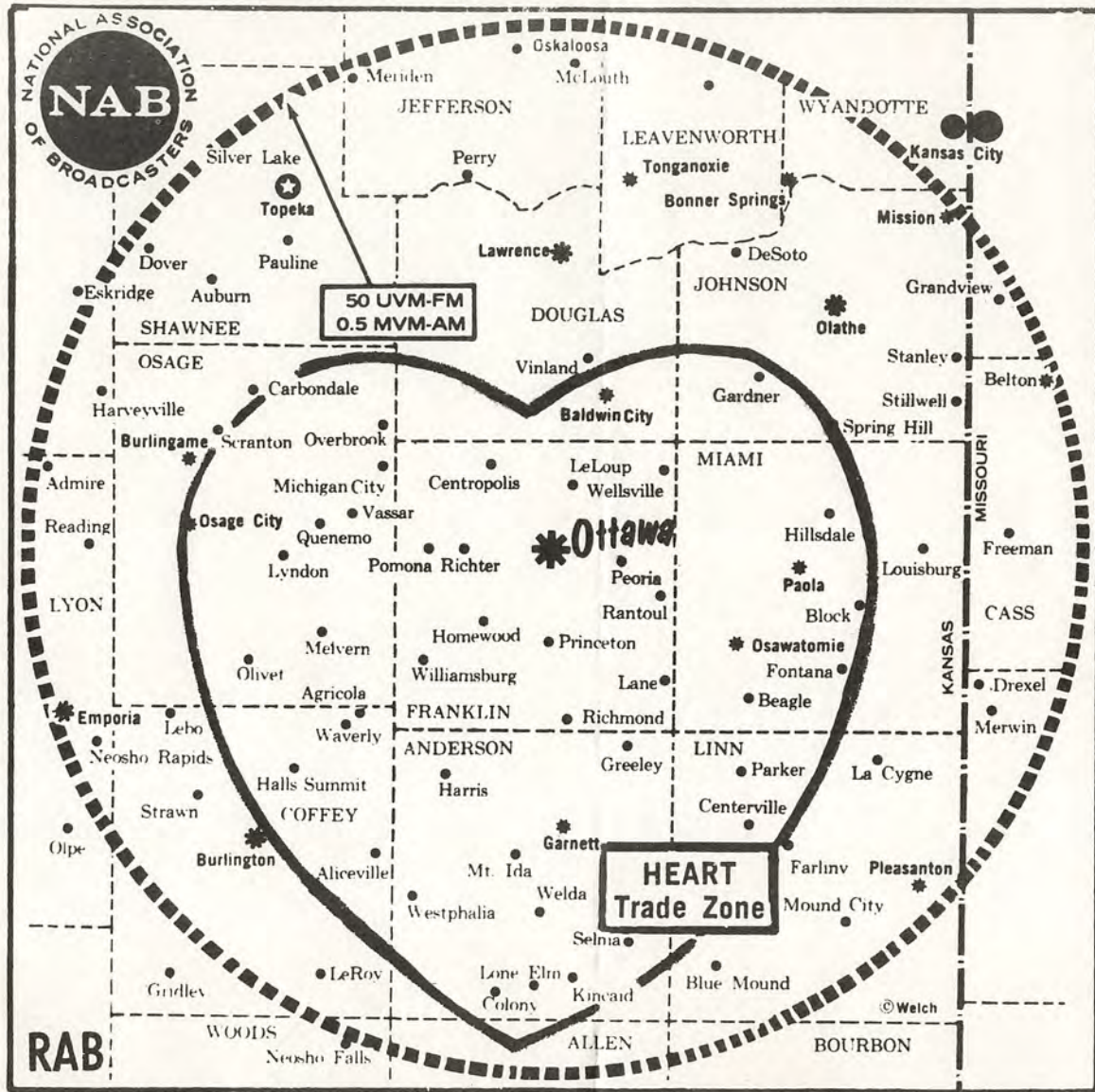
This is to confirm your report of reception of KOFO-AM, 5 February 1968. So far we've gotten 43 reports, many more than I had expected. Interstate 35 comes within a quarter mile of the KOFO studios, so if you come down this way, drop by. We have the only 400-foot tower in the area, not easy to miss. You may be interested to know that listeners from California to the East Coast reported the interference from HJKR.



Bob Davis, C.E.

KOFO AM/FM

AM/FM Duplicate Daytime. FM Exclusively Nighttime.



The 0.5 MVM AM contour and the 50 UVM-FM contour are virtually the same. The Composite outline of the two is for convenient reference. The HEART-shaped area is Ottawa's Local Trading Zone.

# KOFO

Good Citizen Station

**AM & FM RADIO for the  
going, growing HEART of  
EASTERN KANSAS**

National Representative:  
**GRANT WEBB & Co.**

# KOFO

THE RADIO VOICE FOR  
THE HEART OF EASTERN KANSAS

Daytime AM — 250 Watts at 1220 KC  
Fulltime FM — 6700 Watts at 95.7 MC

- The Only Local Advertising Medium Covering the Entire Trade Area.
- Emphasis on Local News, Sports, Features and Adult Music.

# KOFO

OTTAWA BROADCASTING CO.  
Roderick B. Cupp, Manager  
P. O. Box 16 Phone CHERRY 2-1220  
OTTAWA, KANSAS

**MARKET DATA:**

	Within Trading Zone	Within Composite Coverage
Population .....	73,240	531,200
Households .....	23,920	161,830
Radio Homes .....	23,700	159,920
Automobiles .....	33,640	230,050
Spendable Income .....	\$ 118,533,000	1,218,791,000

**RETAIL SALES:**

Food Stores .....	\$ 18,469,000	150,210,000
Drug Stores .....	\$ 2,855,000	27,721,000
Gen'l. Merchandise .....	\$ 5,224,000	72,662,000
Apparel Stores .....	\$ 3,856,000	33,478,000
Home Furnishings .....	\$ 2,813,000	30,837,000
Auto Sales .....	\$ 17,410,000	123,382,000
Service Stations .....	\$ 8,107,000	64,650,000
<b>**Total Retail Sales.....</b>	<b>\$ 79,814,000</b>	<b>579,204,000</b>

**FARM DATA:**

Farm Population .....	23,720	48,500
Gross Farm Income.....	\$ 72,256,000	173,644,000

SOURCE: SRDS Consumer Market Data. January 1966.

Prepared by MARKET DATA ASSOCIATES