

# Hastings Broadcasting Company

18th and Vermillion — Hastings, Minnesota

Transmitter Gates BC-1G

Tower Height 203 feet

Studio Equipment, All Gates

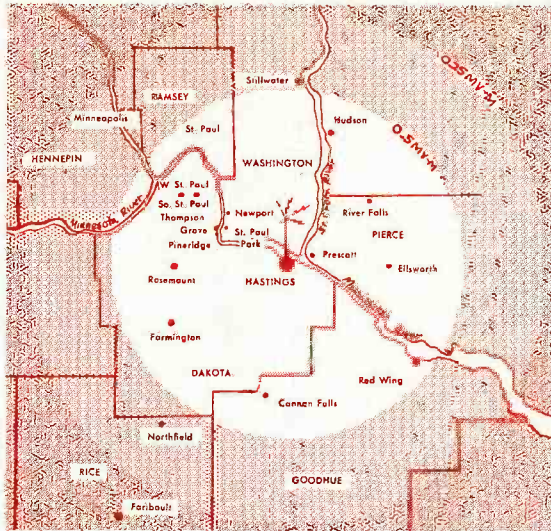
General Manager— Patrick Hogan

Sales Manager— John Lustyan

News Director— Dave Baudoin

Program Director— Paul Castner

Chief Engineer— LeRoy Sanders



1000 WATTS

1460 KC

# K D W A

HASTINGS, MINNESOTA

P.O. Box 186

Phone 437-3182 (Area 612)

- Serving the Tri-County area of Dakota and Washington in Minnesota and Pierce in Wisconsin with home-town radio service.
- Adult music—complete local news coverage.

### MARKET DATA

	within 0.5 MV/M	within 0.25 MV/M
Total population	139,500	1,072,200
Total households	37,500	257,400
Total radio households	35,100	349,500

### RETAIL SALES IN KDWA'S BASIC TRI-COUNTY AREA\*

Food Sales	\$34,403,000
Drug Sales	3,993,000
General Merchandise	6,448,000
Apparel Stores	3,159,000
Home Furnishings	4,250,000
Automotive Sales	30,818,000
Filling Stations	15,462,000
<b>TOTAL RETAIL SALES</b>	<b>97,533,000</b>

### FARM POPULATION IN KDWA'S BASIC TRI-COUNTY AREA\*

Farm Population	20,800
Farm Income	\$57,307,000

\*TRI-COUNTY AREA: Dakota and Washington in Minnesota; Pierce in Wisconsin.  
 SOURCE: SRDS Consumer Market Data, May 1963; special report of Dakota County Auditor concerning population growth 1964.

Comments \_\_\_\_\_

We hereby verify that you did receive KDWA on Oct. 26, 1964.

*Thank you for your very complete report.  
LeRoy Sanders*

