

54

FIRST ON YOUR RADIO DIAL

KWMT

540 RADIO

FORT DODGE, IOWA

"IOWA'S
LARGEST
DAYTIME
RADIO
COVERAGE"

Up-Up and
"IOWAY"

KWMT

540 KHz.

KKEZ

Stereo
94.5 Mhz.



**IOWA'S LARGEST DAYTIME
RADIO COVERAGE AT 540
ON THE DIAL
WHERE KWMT's 5,000 WATTS
DO THE WORK OF OVER
2,400,000 WATTS**

The lower the frequency of a broadcasting station, the greater its coverage; and KWMT has Iowa's lowest (finest) frequency — 540 khz.

For example, to deliver a comparable .5mv/m signal over an area equal to that of KWMT at 540 khz with 5,000 watts:

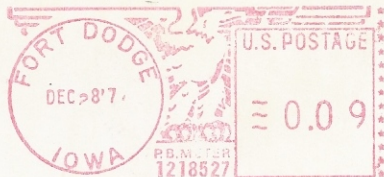
- A station at 1100 khz would need 219,000 watts
- A station at 1600 khz would need 2,400,000 watts

This is to verify your reception
of KWMT

on: Oct. 2, 1977

at: 6:14pm to 6:30pm CDT

Barry Walsh
Barry Walsh
Chief Engineer



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