

station ownership

announced at KBRL

OBERLIN KAN. HERALD JAN. 13th 1977

Radio station KBRL, broadcasting from McCook, underwent a change of ownership early this week as LeRoy Carroll and David Santee assumed control of the facility.

Santee, who will serve as the station's new general manager, said, "KBRL radio fully intends to expand our broadcast commitment to our neighbors on the Kansas side. . . to that end, KBRL plans to open a sales office and remote studio in Oberlin, which will be fully staffed."

According to Santee, the news efforts and general programming of the station will reflect greater emphasis on Kansas listeners. "Oberlin and the nearby region has been without a broadcast voice for too long, and KBRL is going to step in and fill the gap," he told the Herald. A number of staff changes have been made, including hiring a full-time news director and expanding sales, program and engineering

staffs. Office and studio remodeling is also slated for the main facility on Norris Ave. in McCook. The Oberlin remote studio will be housed on the second floor of the building occupied by the Oberlin Service Center.

News Director J.W. Nittler said, "We will be trying many new and fresh approaches in the presentation of the news here at KBRL, including on-the-street interviews and special consumer reports. Several personal appearances will be scheduled for the staffing and will range from a live cooking demonstration to numerous "disco shows."

According to Program Director Doug Day, the music format will continue to be a blend of Top 40 and country music. Santee concluded, saying he has hopes KBRL will provide "a friendly sound of service for the Tri-State coverage area." The station transmits on 1300 kHz, AM.



Dear Rolland,

I just came to work here last week and found your report⁽¹¹⁻³⁰⁻⁷⁶⁾ in the bottom of my desk . . . not sure if we verified you then or not . . . Sorry if you weren't . . . I myself DX and I know some of the delays some have in being verified. According to Doug Day & our log your report is 100% correct . . . My uncle here (Bill Nittler) is a big DX'er you probably know . . .

Keep listening for the NEW 132

Best wishes,
J.W. Nittler

NEWS DIRECTOR
ASST. C.E.