

*Mr. Miller
You did receive
KIOI. We began
operation on 12/10/85.
Frank Goble
Operations Manager*

KIDI

Valley Broadcasting Company, Inc.

South Highway 46 — Box 476

Gooding, Idaho 83330

208-934-8480

1480 KIDI

1000 Watts AM

Tourists - Farmers - Technicians - Teachers
Housewives - Students - Everyone turns to 1480 Radio!

UPI AUDIO AND NEWS SERVICE



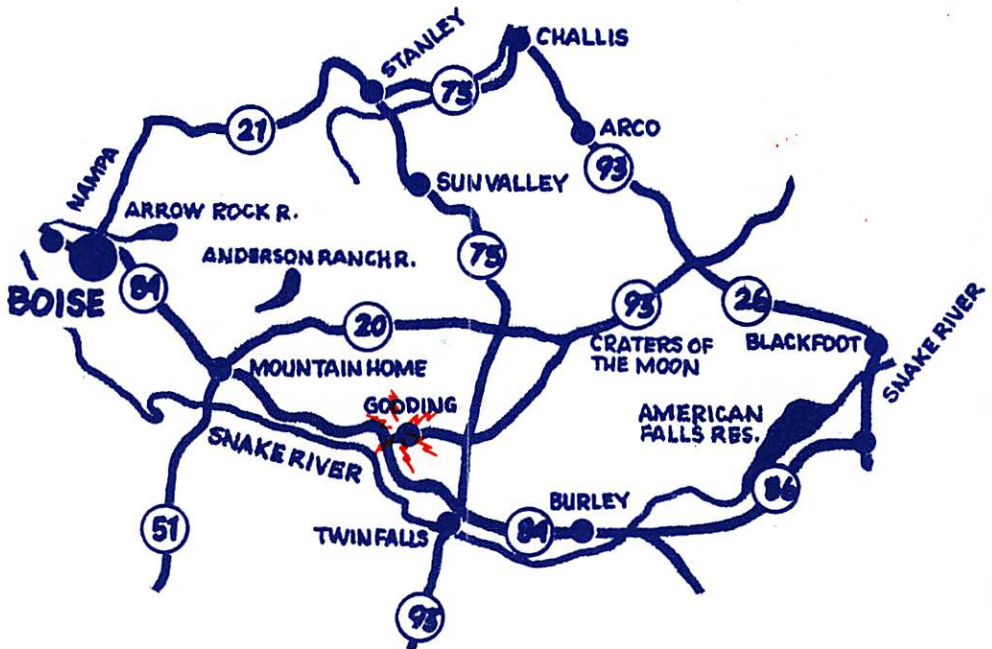
Gooding is the county seat serving a population of over 11,000 residents and through it's modern court house is served by over 140 businesses including car dealerships, super markets, grocery stores, service stations, drug store, hardware, floral shop, real estate offices, motels, 4 banks, fine restaurants, doctors and dentists, a new 30 bed county memorial hospital and home of the state school for the deaf and blind.

The city has an excellent police department, top quality fire department and is headquarters also for the county sheriff and 12 deputies. Gooding offers excellent schools from kindergarten to high school. The airport features a 4970 foot lighted runway. Continental Trailways buses as well as the Union Pacific Railroad go through the city. A large packing plant is also there. The area is served by 14 churches, most fraternal organizations and many civic organizations.

Gooding is the center of one of the richest irrigated agricultural districts in the United States. For recreation a lovely 9 hole golf course and a swimming pool.

Gooding is truly the center of Magic Land.

KIDI Serves the greater Magic Valley



It is our hope that this brochure will serve to inform you of the great potential we have in this Magic Valley area. We at KIDI Radio outlet at 1480 will do our best to make you proud of our services. We hope to be a key part in bringing informative and entertaining features to the home life of the fine families of this area. We know that by working together we can greatly improve our life style, economy and related features. Let's get together and support the great social and industrial development.

Our facilities at KIDI are at your service as we will reach thousands of potential listeners and we are anxious to be "Your Good Neighbor" Station, for greater sales and prosperity.

Sincerely,

Glacus G. Merrill
Pres. KIDI



Gooding - County of Opportunity