



January 18, 1982

Bill Nittler

Box 36

Nucla, CO 81424

Dear Bill,

Sorry it's taken me so long to write back, but recovery from the holidays has been a job thus far in the new year...at any rate: Happy New Year!

After comparing your reception report with our station logs, I've found them to be accurate, although very brief.

KRLC Radio has been serving the Lewiston, ID, and Clarkston, WA, markets since 1935. Slack water from Lower Granite Dam in the early Seventies made the Lewis-Clark Valley the most inland seaport on the West Coast (Columbia-to-Snake Rivers). A majority of the grain and lumber from the Inland Northwest is now barged out of the area to Portland, OR, and shipped to larger International Ports from there. Lewiston and Clarkston now have a combined population of 50 thousand people (1980 census).

KRLC has recently modified our Contemporary 18-34 year old target demographic, to a 25-45 year old listener. We play about 40 current Contemporary/Modern Country records, and approximately 1500 oldie selections reaching back to 1966.

Thanks for the time to write...the next time you visit the "Seaport Cities", give me a call and I'll give you the official nickel tour of our facilities...and thanks for listening!!!

Sincerely,

Steven Alan MacKelvie/General Manager

● 1350 Khz ● 5,000 watts ● 24-hour ●

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