

This is to verify your reception of KKJO, 1550 Clear Channel
on August 2, 1961.

We wish to thank you for your report of our signal and reception.
KKJO operates with 5,000 Watts non-directional day-time and
operates night-time directional with 25,000 Watts E.R.P. with
a pattern directed to the north-west portion of the United States,
as you can see in the enclosed coverage map of our night-time
pattern coverage area.

Very truly yours,

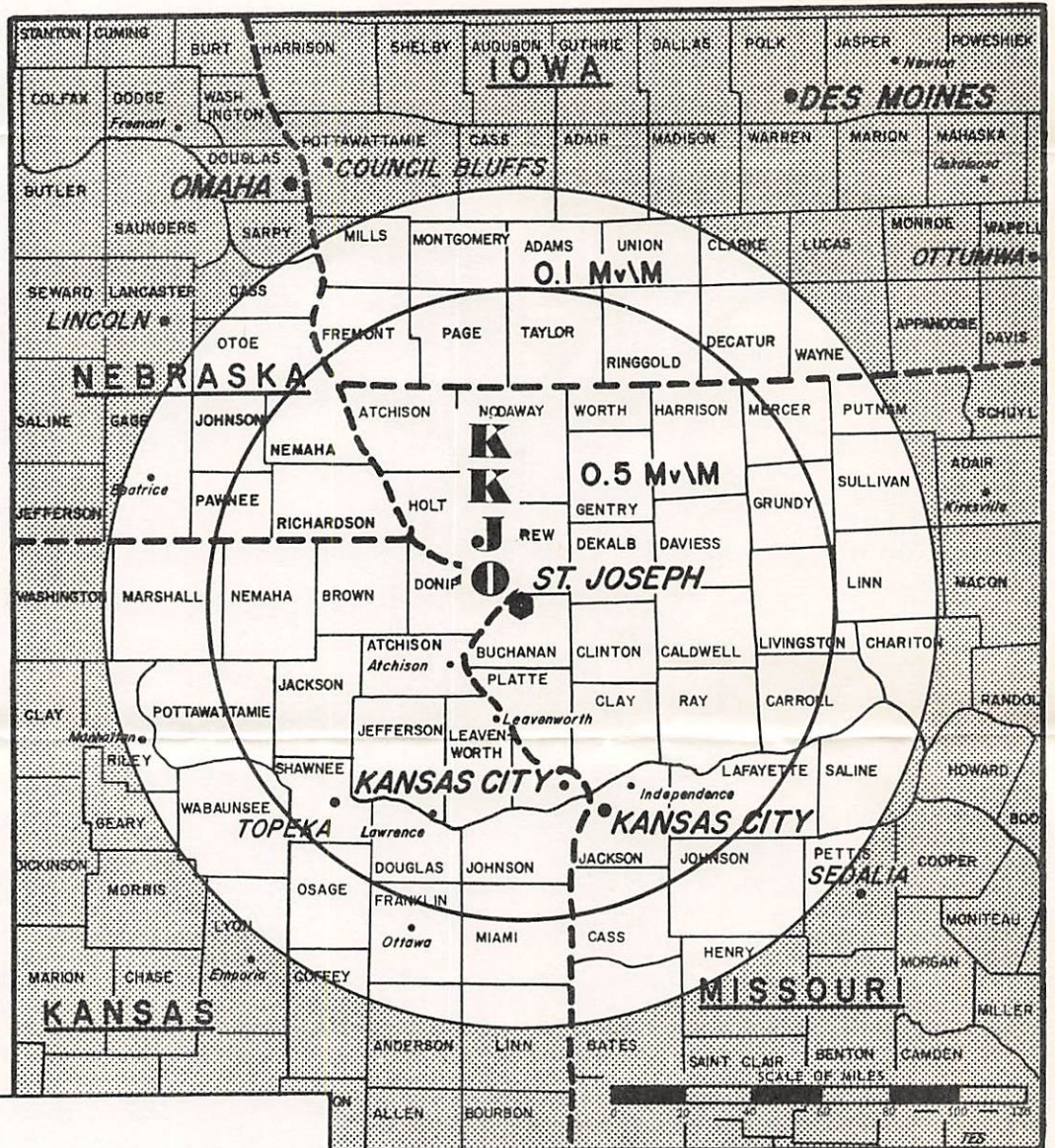
Radio Station KKJO

Earl Hask

Station Manager

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5,000 watts 1550 kc.
Clear Channel



MARKET DATA

	St. Joseph Metropolitan	.5MV/M Contour (Excluding Kansas City)
AUDIENCE:		
Population	104,000	843,500
Households	32,400	283,710
Radio Homes	31,690	271,440
Automobile Radios	19,976	226,345
ECONOMIC:		
Spendable Income	\$177,845,000	\$1,413,914,000
Retail Sales	115,390,000	1,058,230,000
Average Family Income	5,628	4,269
Food Stores	26,834,000	242,863,000
Drug Stores	5,001,000	40,710,000
Gen. Merchandise	13,520,000	75,674,000
Apparel	7,012,000	43,167,000
Home Furnishings	7,102,000	47,999,000
Automotive	22,408,000	188,238,000
Filling Station	7,686,000	99,548,000
FARM:		
Farm Population	-	190,000
Farm Homes	-	60,750
Farm Radio Homes	-	57,910
Farm Income	-	408,594,000

**St. Joseph's Adult-Metropolitan
Station**

- Regional Coverage
- Mature Programming
- Feature Personalities
- Extensive News
- Low Cost

K K J O

404 SOUTH 8TH ST. • ST. JOSEPH, MISSOURI