

Station Profile

The big complaint around the United States is "*there are too many radio stations!*" Not so in the Rio Grande Valley. This huge metropolitan area bordering on Mexico is sparse when it comes to radio formats.

Of course there is country, CHR Oldies, and AC. Well, Easy Listening is also alive and well in the Valley.

KVJY, or JOY 84 has been serving up a great menu of melodic music since September of 1990 on the AM dial. Over three thousand fan letters attest to the fact that the audience loves it.

JOY is not your typical elevator music station, nor is it a standard M.O.R. or a nostalgia format. Instead it is music that appeals to a forty year old as well as a senior citizen.

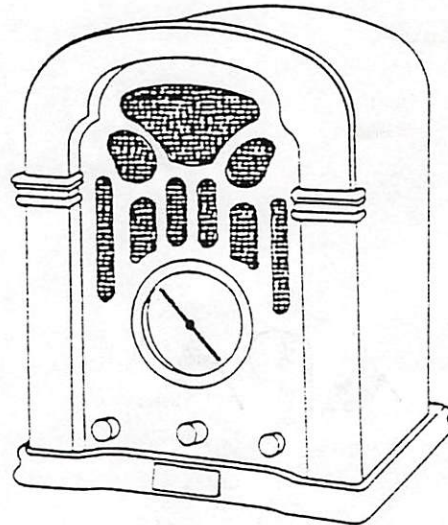
The concentration is on music from the 50's through today.

Artists such as Frank Sinatra, Barbara Streisand, Nat King Cole, Patti Austin, Al Jarreau, and George Benson are represented on JOY's playlist. There is even a Broadway series that brings back a flood of memories.

JOY 84 is 5,000 watts day and 1,000 watts at night. It broadcasts in AM stereo and the AM dial, it is a shining jewel in an otherwise empty street.

This will verify your reception of KVJY-840 on November 20, 1994 at 5:35 P.M. CST

D. E. Murphy
C.T.



KVJY

