

# 96.1 THE RIVER

KRVE



Bill Nittler  
Radio Enthusiast

8-15-95

Dear Bill:

Thank you for your interest in **96.1 THE RIVER**.

The excerpt of our station that you heard was that of Saturday Night 70's Party, aired 8pm-12mid CDT. It is a request show that highlights the top songs of that decade.

Our regular format is Gold-Based Adult Contemporary, featuring "The Best Music Mix of the 70's, 80's, and 90's." We are Baton Rouge's premiere in-office radio station.

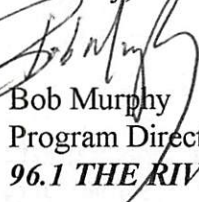
**96.1 THE RIVER** (KRVE) serves the Baton Rouge Metropolitan area with an ERP of approximately 47,000 watts. Tower height is near 500 feet.

Our programming lineup is as follows (Monday-Friday):

12mid - 5:30am	Donna Lynn
5:30am-9am	Murphy and Sam in the Morning
9am-2pm	Teri Terral
2pm-7pm	Rick Cantu
7pm-12mid	Rachel Taylor (hosting Love Songs at Night)

Glad you enjoyed your visit to Baton Rouge last year. I'd be interested to know of other stations in our immediate area that you have heard, and the time and date of those receptions. Also, what kind of receiver and antenna are you using, and is it land based or portable? We look forward to getting that information from you.

Sincerely,



Bob Murphy  
Program Director  
**96.1 THE RIVER**

Phone: (504) 665-5154 Fax: (504) 499-9696

Business Address: 601 HATCHELL LANE • P.O. BOX 68, DENHAM SPRINGS, LA . 70727-0068

Listener Mail: P.O. BOX 80396, BATON ROUGE, LA . 70898-0396