

Dear Mr. Nittler:

Let me first apologize for the length of time it has taken for us get back in contact with you. We are a small market station with a big city mentality and micro small market staffing. In other words, it stays extremely busy here.

We get many calls from listeners that catch our station's signal from south of Houston to north of Dallas to parts of Arkansas, Louisiana and even Mississippi, but yours is certainly the farthest listener response we've ever had.

Some quick stats about our station:

Our call letters are KYKS, however we go by KICKS 105, The Country Leader.
Our tower is just under 1100 feet above average terrain and we broadcast at 100,000 watts.
We have been the #1 station in this market for over 10 years.
We serve a 10 county area that includes over 250,000 persons. Our main cities are Lufkin and Nacogdoches.

I've enclosed one of our window stickers. Once again thanks for the letter and persistence.

Danny Merrell
Program Director and Mornings
KICKS 105

THE COUNTRY LEADER

KICKS

105.1 fm