



DATE: MARCH 8, 1984

TO: STEVE SPRAGUE
812 EAST 10TH
COFFEYVILLE, KANSAS 67337

FROM: *Dan Willey*

THANK YOU FOR YOUR RECEPTION REPORT
OF FEBRUARY 18, 1984

KKOW RADIO FIRST SIGNED ON THE AIR OCTOBER 11, 1937 AS KOAM RADIO ON A FREQUENCY OF 790 KHZ WITH A POWER OF 1 KW DAYTIME ONLY. THE STATION WAS LATER MOVED TO 810 KHZ WITH THE SAME POWER OF 1 KW.

IN 1947 KOAM TRADED THEIR 810 FREQUENCY TO KCMO IN KANSAS CITY FOR 860...THE FREQUENCY WE HAVE TODAY. 860 IS A CANADIAN CLEAR AND THIS WOULD NOT ALLOW THE USE OF THIS FREQUENCY WITH POWER IN KANSAS CITY AS IT WOULD CAUSE INTERFERENCE WITH THE CANADIAN STATION. THE TRADE ALLOWED KCMO TO BUILD THEIR 50 KW STATION ON 810 AND KOAM TO BUILD A 10 KW DAYTIME 5 KW DA NIGHT STATION ON 860. WE HAVE A 3 TOWER DIRECTIONAL SYSTEM BEAMING SOUTH FROM LOCAL SUNSET TO LOCAL SUNRISE.

THE EARLY YEARS OF KOAM FEATURED A LOT OF LOCAL TALENT, MAINTAINING A STAFF OF MUSICIANS AS LARGE AS ANY STATION IN THE U.S. EXCEPT FOR THE METROPOLITAN CITIES. A STAFF OF 12 TO 20 MUSICIANS WAS CARRIED FOR A NUMBER OF YEARS.

KOAM BECAME A MAIL ORDER TYPE OF STATION IN 1939 WITH ONE OF THE MOST PRODUCTIVE RECORDS IN THE ENTIRE NATION FOR MANY YEARS. THE ORIGINAL HOME PERMANENT "CHARM CURL" WAS SOLD FOR THE FIRST TIME ANYWHERE ON KOAM. THE INVENTOR OF "CHARM CURL" USED KOAM AS A TEST STATION SELLING THE PERMANENTS FOR ABOUT A HALF DOLLAR. EVEN AT THIS LOW PRICE WE WERE SO PRODUCTIVE THE COMPANY BECAME A SUCCESS. THE ORIGINAL "CHARM CURL" WAS SOLD TO THE TONY COMPANY AROUND 1940 TO BECOME "TONY HOME PERMANENTS" WHICH ARE STILL AROUND TODAY.

KOAM WAS OWNED BY THE SAME CORPORATION FROM IT'S BEGINNING UNTIL AFTER THE DEATH OF THE TWO MAJOR PARTNERS IN THE 70'S THE STATION WAS SOLD TO THE AMERICAN MEDIA INVESTMENTS CORPORATION WITH FCC APPROVAL OF THE TRANSFER ON MAY 11, 1981.

ON MAY 18, 1981 KOAM'S CALL LETTERS WERE CHANGED TO KKOW, "KOW KOUNTRY" WITH A MODERN COUNTRY FORMAT WITH HEAVY EMPHASIS ON FARM NEWS AND WEATHER. OUR OFFICES, STUDIOS, AND TRANSMITTER ARE STILL LOCATED FOUR MILES EAST OF PITTSBURG, KANSAS ON HIWAY 126....THE SAME LOCATION SINCE 1947. MAJOR CHANGES IN STUDIOS AND ADDITIONS OF MODERN COMPUTERIZED EQUIPMENT HAVE BEEN ADDED SINCE ACQUISITION BY A.M.I.

