

KXOW AM-FM

INSTRUCTIONS

CUSTOMIZED

POST OFFICE BOX 579

TELEPHONE 501 / 525-1301

HOT SPRINGS, ARKANSAS 71901

COPY PREPARED BY

FOR

KXOW

CONTINUITY DEPARTMENT

Hour _____

Begin date _____ Written by _____ Produced by _____

1. January 13, 1973

2. Tony Smith
3. Box 166
4. Glenwood, Ark.
5. 71943

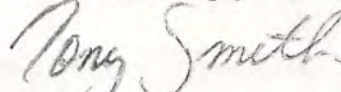
6. Dear Ernest,

7. This will verify your reception of KXOW-AM
8. PM November 29, 1972 from 5:02 to 5:15 CST. Also
9. on Sunday, January 7, 1973 from PM 5:20 to 5:30.

10. KXOW-AM operates daytime with a coverage area
11. of 5000 watts at 1420 Khz. Our studio and trans-
12. mitter are located on Buena Vista Drive 1 mile
13. from the city limits of Hot Springs, Ark. on
14. Hi-way 7 South.

15. Thank you very much for your phone call and
report on your reception of the ARKANSAS GIANT.
The best of 73's to you and yours.

Sincerely,



Tony Smith
Weekends at the Giant

COMMERCIAL TIME CONTENT

5-Minute News	one 60 and one 30 Sec. Commercial
1 Minute	135 to 145 Words
30 Seconds	60 to 75 Words
10 Seconds	20 to 26 Words
5 Seconds	10 to 13 Words