

# Hastings Broadcasting Company

18th and Vermillion — Hastings, Minnesota

Transmitter Gates BC-IG

Tower Height 203 feet

Studio Equipment, All Gates

General Manager— Patrick Hogan

Sales Manager— John Lustyan

News Director— Dave Baudoin

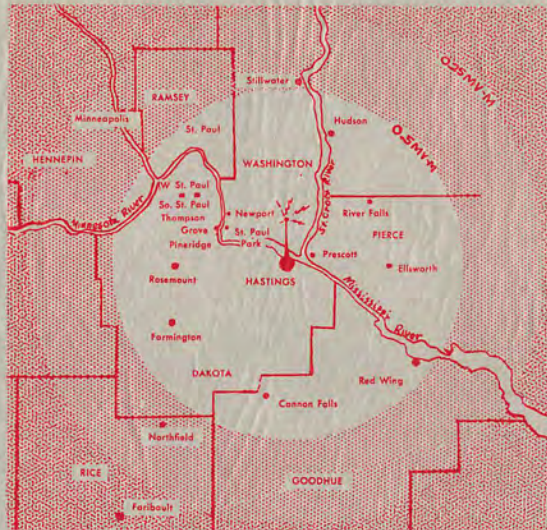
Program Director— Paul Castner

Chief Engineer— LeRoy Sanders

Comments \_\_\_\_\_

We hereby verify that you did  
receive KDWA on Oct. 26, 1964.

*LeRoy Sanders*



1000 WATTS

1460 KC

# KDWA

HASTINGS, MINNESOTA

P.O. Box 186

Phone 437-3182 (Area 612)

- Serving the Tri-County area of Dakota and Washington in Minnesota and Pierce in Wisconsin with home-town radio service.
- Adult music — complete local news coverage.

#### MARKET DATA

	within 0.5 MV/M	within 0.25 MV/M
Total population	139,500	1,072,200
Total households	37,500	357,400
Total radio households	35,100	349,500

#### RETAIL SALES IN KDWA'S BASIC TRI-COUNTY AREA\*

Food Sales	\$34,403,000
Drug Sales	3,993,000
General Merchandise	6,448,000
Apparel Stores	3,159,000
Home Furnishings	4,250,000
Automotive Sales	30,818,000
Filling Stations	15,462,000
TOTAL RETAIL SALES	97,533,000

#### FARM POPULATION IN KDWA'S BASIC TRI-COUNTY AREA\*

Farm Population	20,800
Farm Income	\$57,302,000

\*TRI-COUNTY AREA: Dakota and Washington in Minnesota; Pierce in Wisconsin.  
SOURCE: SEDS Consumer Market Data, May 1963, special report of Dakota County Auditor concerning population growth 1964.