

Hastings Broadcasting Company

18th and Vermillion — Hastings, Minnesota

Transmitter Gates BC-1G

Tower Height 203 feet

Studio Equipment, All Gates

General Manager— Patrick Hogan

Sales Manager— John Lustyan

News Director— Dave Baudoin

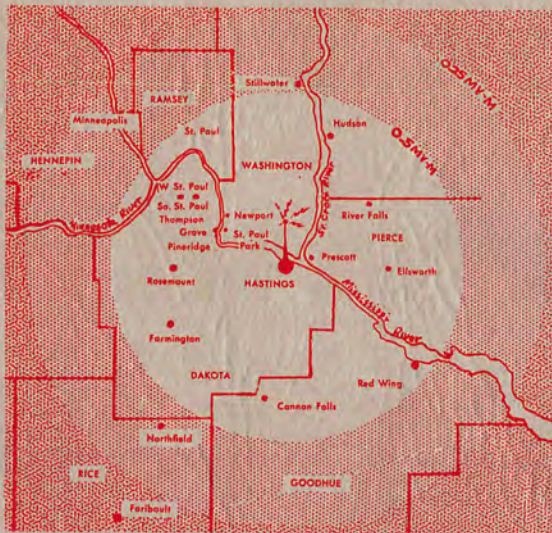
Program Director— Paul Castner

Chief Engineer— LeRoy Sanders

Comments _____

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

Quite a few reports reported the CBS interference
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	1,073,200
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	15,463,000
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: SDDS Consumer Market Data, May 1963, special report of Dakota County Auditor concerning population growth 1964.

