

Station Profiles



- *18-49 year old adults
- *80 mile radius of Willmar
- *Only 100,000 watt FM in market
- *Frequency: KQIC 102.5 FM



- *25 plus year old adults
- *50 mile radius of Willmar
- *1,000 watt AM
- *Frequency: KWLM 1340 AM
KWLM 96.3 FM



- *25-54 year old adults
- *65 mile radius of Willmar
- *50,000 watt FM
- *Frequency: KOLV 100.1 FM



- *35-60 year old adults
- *35 mile radius of Willmar
- *6,000 watt FM
- *Frequency KLFN 106.5 FM

What are the formats?



- *Hot adult contemporary
- *Play the most popular songs
- *Music intensive featuring songs from 2000-current
- *24 hours a day



- *Full Service
- *Award winning news staff
- *Full time Sports Director
- *24 hours a day



- *Mainstream Country
- *24 hours a day
- *Local & ABC News
- *Local Weather
- *Local Sports



- *Classic Hits
- *High-energy presentation featuring greatest hits from the 60's, 70's & 80's
- *24 hours a day
- *Local & ABC News
- *Local Weather

Program features?



- *Morning Show with Tim Burns and Chris Davis
- *Continuous weather coverage
- *School closings
- *Your Music Café with Grizzly's
- *Creative on-air contests with weekly prizes
- *Several thousands in prizes given away each year
- *Midday with MaryElin Macht
- *Afternoons with Ben Taylor
- *Evenings with Amy Carpenter



- *Bill Dean – Mornings
- *MN Vikings, Timberwolves, Lynx
- *Complete weather coverage
- *Complete weather related closings
- *Linder Farm Network
- *Live at 5 with Paul Stagg
- *Open Mic
- *Local sports
- *Garage Logic



- *Bob Stevens - Mornings
- *Complete weather coverage
- *School closings
- *Linder Farm Network
- *Special Weekend Programs
- *Prize giveaways
- *Midday with Ben Taylor
- *Afternoons with Amy Carpenter



- *Hit music all the time
- *Forecasts
- *Very low commercial inventory
- *Linder Farm Network