
Michael Allan Moore

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A HISTORICAL STUDY OF RADIO STATION KBRK AM-KGKG

FM, BROOKINGS, SOUTH DAKOTA--1955-1980

BY

MICHAEL ALLAN MOORE

A thesis submitted
in partial fulfillment of the requirements for the
degree Master of Arts, Major in
Speech, South Dakota
State University

1980
This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of Arts, and is acceptable for meeting the thesis requirements for this degree. Acceptance of this thesis does not imply that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Wayne E. Hodgestrafat
Thesis Adviser

Judith Zivanovic
Head, Department of Speech
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Example

1. EARLY PROGRAM LOG | 36

I wish to thank my wife, Dapha, who made sacrifices and gave me the energy to carry through. My son, Milas Terpening, you raised a wonderful daughter. I love all of you.

To the following people who were generous with help and suggestions: Maxine Stace, Denise Kright, Sue Johnson, and all the members of the Speech Department at South Dakota State University—thank you. I salute you Dick Buehler for helping me with "the universal language."

In these, you will always have a special place in my heart.

Without these people, the thesis simply could not have been done.
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Ila Asmus, you will always have a special place in my heart.

Without these people, the thesis simply could not have been done.
CHAPTER I

ORIGINS AND PROCEDURES

This is a historical study of the origin and development of radio station KBRK AM-KGKG FM, Brookings, South Dakota from its beginning on July 28, 1955 to July 31, 1980.

National Development

The United States Department of Agriculture, publisher of the 1973 Yearbook of Agriculture, claims there was a time when entertainment consisted of gathering in the living room with relatives and neighbors to "hear Grandpa tell about the old days and Uncle Harry presiding at the spring-driven phonograph."¹

These people got the news from newspapers. Robert Campbell, the writer of The Golden Years of Broadcasting, said the local newspapers acquired information from wire services which transmitted over telephone lines. They felt, however, that the main news source was the Sunday paper from the local metropolis.² Then on December 12, 1901, an event occurred which marked the beginning of a communication revolution. This event, according to Robert Campbell would "... increase incredibly social awareness and bring about great social change."³

On that December day Guglielmo Marconi launched a box kite carrying a receiver antenna. At a prearranged time, Marconi heard, over a set of headphones, a faint signal, the letter S in Morse Code.
The signal had been sent through the air over a distance of two thousand nautical miles from Cornwall, England. Giraud Chester et al., writers of *Television and Radio*, reported that this was the first transoceanic transmission.  

With the establishment of Marconi's "wireless" invention came the installation of transatlantic stations. *The Golden Years of Broadcasting* records a description of one such station at South Well Fleet on Cape Cod:

> . . . twenty wooden masts, two hundred feet high, supporting antenna wires at the top and set in the sand circling the station. Dubious Cape Codders said the first good nor'easter would wipe out the masts. It did. Marconi replaced them with four 250-foot towers, anchored in cement. They held.

The early wireless stations formed natural targets for lightning. As reported in *The Golden Years of Broadcasting*:

> One hit fused a coal bucket to the stove. Another shattered a wooden stool. One operator was killed and a second was knocked right out of his shoes.

Despite such mishaps, development of radio continued. In 1912 when the S.S. *Titanic* ran into an iceberg, it used the wireless to send out distress signals. The writer of *The Golden Years of Broadcasting* said wireless was also used by the rescue ships to relay the survivor list to land. He went on to say that because the *Titanic* disaster proved the wireless reliable and invaluable, engineers made great efforts to expand its versatility.  

In 1906, Dr. Lee DeForest projected a human voice by radio waves. It took sixteen years, however, for this foundation to be
used as a public broadcast medium. The Yearbook of Agriculture reported that the era of radio began in 1920. It was during this year that the University of Wisconsin started an experimental station for broadcasting weather and market reports.

Early programming was spotty. Stations would go on the air for an hour or so after supper. The Golden Years of Broadcasting reads: "A listener might hear Mama playing the piano while Sis sang popular songs such as 'I'm Forever Blowing Bubbles.'"

Campbell reported that Fran Conrad, an engineer, became the world's first disc jockey by playing phonograph records on his experimental station, operating in his garage. His station, called 8XK, shortly thereafter became KDKA—Pittsburgh, one of the earliest and most famous commercial stations. Its studios were later moved from the garage to a Westinghouse electric-meter coatroom. The coats muffled stray noises that could be picked up by the microphone.

The new idea of radio as a public broadcast medium caught the imagination of the American people and spread like wildfire. From three stations in 1920, Chester et al. reported that the number rose to over five hundred by 1923, and the sales of radio receivers rose from $2 million to $136 million in the same three year period.

Campbell explained that with so many people or businesses wanting to start a station, there was a great demand for frequencies and call letters. Some of the letters actually meant something: WGN in Chicago, owned by Colonel Berty MacCormick's newspaper, The Tribune, stood for "World's Greatest Newspaper." WGBS in New York was the station of "Gimble's..."
Brother's Store." WGEC in Schenectady belonged to the General Electric Company. WINS, also in New York, was named for International News Services.  

Stations were owned and operated at this time by companies primarily interested in the sale of radio receivers. Even department stores, such as Gimbel's, set up radio stations to sell their merchandise. Chester et al. held that when the idea of advertising was first suggested, it was considered "in poor taste." Direct advertising was prohibited, and indirect advertising was limited to the station's call letters and the name of the sponsor responsible for the program.  

This idea didn't persist long, and soon the radio business was reaping profits which in turn paid for much higher quality programming. Advertising time kept increasing until its peak in 1943, when one station broadcast 2,215 advertisements in one week, which came to an average of 16.7 announcements per hour.  

The advertising effectiveness of radio has been demonstrated many times. Television and Radio reports that when Pepsodent began sponsoring "Amos 'n' Andy," the sales of its toothpaste increased by seventy-six percent. In 1939, the Gillette Company paid $100,000 for the right to broadcast the World Series on radio. Immediately its sales went up 350 percent.  

The Minneapolis Tribune provided another example of the power of radio advertising:

... a RADIO commercial for a certain brand of frozen pizza whose "crunchy" sound effects have sold more than all the shots of rich, red tomato sauce have on television.
Sydney Head, the writer of *Broadcasting in America*, said that in the early stages, broadcasting procedures had no method or order. Stations moved around the frequency band, increased their power, and broadcast whenever they wanted without any considerations for other stations. The United States federal government stepped in, established order, and set up the Communications Act of 1934, which to this day is the governing law of broadcasting. It left the business of radio broadcasting in the hands of the public and the job of overseeing the business to the Federal Communications Commission (FCC).²⁰

After the Federal Communications Act of 1934 set rules and regulations for the use of the radio waves, Chester et al. asserted that radio companies set out to improve their quality, which led to a more professional grade of radio personalities, finer programming, and a leading role in news broadcasting. AM radio profits went wild and so did the selling prices for stations. At one point during World War II, when profits were high and competition at a minimum, one station sold for 1,534 times its net income.²¹

*Broadcasting in America* reports that radio programming was just taking form during the 1920s. One show that started in 1929 gained more popularity than any program ever shown on television. At its height, "Amos 'n' Andy"... consistently captured more than half the available audience."²² Campbell said the show's impact was "amazing." During the program's fifteen-minute time slot at 7:00 P.M., telephone business went into a slump. Movie theatres did
not open till 7:30 P.M. Later, some did open earlier but the program was piped into the movie house so the audience would not have to miss any of "Amos 'n' Andy." Besides "Amos 'n' Andy," the Yearbook of Agriculture cited "Fibber McGee and Molly," "I Love a Mystery," "Kate Smith," and "The National Farm and Home Hour" as some of the great shows on radio.

Chester et al, the writers of Television and Radio, stated that by 1949 television started to take over as the popular medium. AM radio re-evaluated itself and adopted the basic programming style still in action today: emphasis on news and music, developing popular disc jockey programs, providing programs for audiences with special interests, and flexibility in attracting advertisers who could not afford television. The Yearbook of Agriculture maintained that AM radio had become so popular that, from its origins in 1920 until America's entry into World War II in 1941, 100 million receivers were sold.

Chester et al. said that after World War II, radio received a boost in the broadcast market with the advent of FM (frequency modulation). FM station construction and operating costs were much less than AM costs. Now it was possible for schools and community organizations to enter the broadcasting business.

Television and Radio suggested that FM quality could edge out AM quality because it is transmitted with much greater fidelity, does not fade, is free from static and interference noises, and all
stations that are within reception range can be picked up equally well.\textsuperscript{28}

Even though its technical quality made it superior to AM, the writers of \textit{Television and Radio} reasoned that problems at the receiving end slowed FM's advancements. FM could not be heard on AM receivers and vice versa. Finally in 1947, a special FM attachment for AM sets was placed on the market.\textsuperscript{29} Chester et al. went on to say that the FM sets being sold were cheap and put out poor tonal quality, which did nothing to prove FM's superior characteristics.\textsuperscript{30}

The well established AM field, which was twice the size of FM, according to \textit{Television and Radio}, plus television's move into the broadcasting market at almost the same time as FM radio, was another hindrance.

Chester et al. held that the combination of quality and the capability of performing special functions, such as "storecasting" background music in stores, placed FM in the significant position it has today in the broadcasting arena. The Federal Communications Commission also assigned a special segment of the FM band (eighty-eight megacycles to ninety-two megacycles) to noncommercial educational stations.\textsuperscript{31}

A hand delivered paper titled \textit{Sioux Falls} reported that the hottest thing in radio today is:

\begin{quote}
\ldots the burgeoning popularity of FM radio. Once laughingly called "Muzak" radio, FM has changed a lot in recent years and now attracts fifty-five percent of all radio listeners nationwide.\textsuperscript{32}
\end{quote}
Head discussed radio's trend towards mobility:

Radio, especially in its dominant form—network radio—had been based on the premise of being a family medium—a rounded program service aimed at a broad spectrum of audience interests and offering a little bit to everybody in the family circle. Television preempted this bland, mass-oriented role, driving radio out of the living room and into the kitchen, the bedroom, and the car.  

Table 1, taken from Broadcasting in America, shows radio's trend towards mobility.  

At the beginning of the 1970s, radio's use reached a point where radio sets outnumbered people in this country. In 1972, Modern Radio Station Practices reported 4.9 radio sets per household. Radio reaches ninety-six percent of all people twelve years of age and older. One major retail food chain found that women shoppers listen to the radio an average of 3.38 hours per day, with 73.7 percent listening to radio when traveling by car to market. To break it down, radio weekly reaches ninety-two percent of all teenage, and ninety-four percent of all people twenty-five to forty-nine years of age.  

Development In South Dakota

Radio broadcasting in South Dakota, like everywhere else, has its success stories and its failures. Max Staley, author of South Dakota Broadcasting Pioneers, reported that WFAT, the first radio station in Sioux Falls sent out its signal for only two years, from 1924 to 1926. KGCR, in Brookings, operated also for two years, from 1927 to 1929, and then moved to Watertown, changed
# TABLE 1

**TRENDS IN RADIO RECEIVER PRODUCTION**

![Bar chart showing trends in radio receiver production for two five-year periods.](chart)

Production averaged for two five-year periods to iron out annual fluctuations. Includes U.S. brands only.

*Source: Adapted from Electrical Industries Association data as reported in Television Factbook No. 43, Television Digest, Inc., Washington, D.C., 1974: 76a.*
its call letters to KWTN in 1934, and finally in 1939, lost its license.\textsuperscript{36}

Two of the earliest commercial radio stations in South Dakota were KGDA-AM in Dell Rapids and KGDY-AM in Oldham. South Dakota Broadcasting Pioneers revealed that both were "handmade," by cousins James and Alfred Nelson, in the mid-1920s. KGDA operated out of the rear of the Home Auto Company garage. A listener response request broadcast one morning drew a postcard from California. James Nelson's station had an excellent range.\textsuperscript{37}

Max Staley related that Alfred's station, KGDY, operated out of the back of Oldham Pharmacy. KGDY was built for the same reasons as were many other stations during this time period: to provide a local radio service and to promote the sale of radios. The Oldham Pharmacy carried the Majestic line.\textsuperscript{38}

Alfred's station was famous for its live music on Sunday evening. Some of the performers it broadcast were, according to South Dakota Broadcasting Pioneers, "The Happy Jack Band" from Yankton; Max Nawroth, an accordionist from Colton; and a quartet of gospel singers.\textsuperscript{39}

Dan Johnson, manager of KESD-FM, said another South Dakota broadcast pioneer was Dana McNeil, a railway conductor, and his wife, Ida McNeil of Pierre.\textsuperscript{40} Staley indicated that Mrs. McNeil learned to operate her husband's amateur radio equipment so she could talk with him while he was running his train.\textsuperscript{41}
Johnson said operation of the two hundred watt part-time station, KGFX, was continued by Ida after her husband died in 1936. He said that over the years, people tried to steal her frequency. Another activity linked to Ida was her illegal use of the station to broadcast directly to people. South Dakota Broadcasting Pioneers gave one example of her illegal but useful activity:

During World War II, a Pierre girl was planning to marry a soldier in a home wedding. At the last moment, the soldier's leave was shortened to such an extent that he couldn't get to Pierre for the wedding. The plans were changed and the bride-to-be was to take a train to her fiance's army base to be married there. Her parents took her from their ranch home to the railroad station in Pierre, and on arrival there she realized she had left some of her apparel at home. Her mother had the solution—call Ida McNeil. Mrs. McNeil broadcast the following news story.

"Gladys Schmidt arrived in Pierre this morning, but left the slip to her wedding gown at home."

This "news announcement" saved the day for an apprehensive Gladys Schmidt. Her brother at home on the ranch, heard the announcement, went into his sister's room, found the slip, and drove forty miles to Pierre to deliver the property to his sister just as the train was about to pull out.

Ida McNeil gained national notoriety. She was featured in articles in Coronet Magazine, Look Magazine, and the Minneapolis Tribune. South Dakota Broadcasting Pioneers reported that she received the "Golden Mike" award from McCall's Magazine in 1956 for being "the executive performing the greatest service to her community."

The year 1922 saw the beginning of one of the most distinctive radio stations in the United States, WNAX of Yankton. Staley stated that two of the more spectacular events at WNAX were the
public exposure the station gave Lawrence Welk, which eventually led to his success, and WNAX's own Gurney Concert Orchestra that received the honor of being called the most popular radio orchestra in America in 1927-28 by Radio Digest.  

South Dakota Broadcasting Pioneers showed no stations in western South Dakota until 1936, at which time KOBH made its broadcasting debut.  

FM stations' up, down, and up again popularity was the same in South Dakota as it was across the United States. Max Staley asserted that South Dakota's first FM station was KOZY, Rapid City, which went on the air in 1949 and ceased to operate in 1954. From 1954 to 1963 FM stations did not exist in this state. After that date, FM stations started springing up around South Dakota.  

Colleges and universities were among the first to start broadcasting in South Dakota. South Dakota Broadcasting Pioneers established that WEAJ (now KUSD) was possibly the first radio station in the state. WEAJ got its start in the Science Building on the campus of the University of South Dakota, Vermillion, in May 1922 with a power output of fifty watts.  

Over all, radio broadcasting made the same digressions and progressions in South Dakota as it did everywhere else in the United States, both in AM and FM.

**Rationale for Present Study**

Presently, Brookings, South Dakota, has two radio stations: KESD-FM, a public broadcasting station, and KBRK AM-KGKG FM, a
commercial station. This study is concerned with KBRK-KGKG and its development in the historic milieu of radio broadcasting.

While many studies have been done on historical radio, both on the Master's and Ph.D. levels, in other areas of the United States, only one has been completed on a South Dakota station. That study chronicled KUSD, the campus radio station at the University of South Dakota in Vermillion. Since there is a dearth of studies of South Dakota radio stations, this current historical study represents an attempt to fill in a portion of this information gap. Also, it was felt to be of importance that the origin and development of KBRK-KGKG be recorded while first-hand information sources were still available.

Purpose

The purpose of this study is to provide a history of the origin and development of radio station KBRK AM-KGKG FM, Brookings, South Dakota, from its beginning on July 28, 1955, to July 31, 1980. More specifically, answers to the following questions were sought:

1. What were the origins and first year developments concerning the station:
   A. Initial Plans?
   B. Finance?
   C. Operations Personnel?
   D. Organizational Structure?
   E. Programming?
2. What were the subsequent station developments in regard to:

A. Operations Personnel?
B. Organizational Structure?
C. Coverage Area?
D. Facilities?
E. Programming?
F. Advertising?
G. Finance?
H. Future Plans?

The structure of the study is chronological, including the origin of the station KBRK-KGKG, early operations, and subsequent development of the station.

**Procedures**

The following steps have been completed during the study.

Step one was to survey the following sources to determine whether there had been any other studies related to the topic:

- Comprehensive Dissertation Index 1861-1978
- Xerox University Microfilms
- Ann Arbor, Michigan
- Masters Theses listed in the H. M. Briggs Library
- South Dakota State University
- Brookings, South Dakota
It appeared that no project similar to the current project had been completed.

Three studies, completed in other areas, were found to be relevant to the topic:


Even though the methods used to investigate a radio station in Louisiana by Hall, a television station in South Dakota by McNamara, and a public radio station in South Dakota by Allen were to some extent similar to those in the current study, it was apparent that a study of KBRK-KGKG would be unique.

This researcher acquired some guidance from the investigative procedures of the three scholars cited above in that they developed areas of investigation and some guidelines for similar studies.

Step two consisted of gathering data to develop KBRK-KGKG's history of programming, operations personnel, facilities,
advertising, coverage area, initial plans, organizational structure, finance, and future plans.

The Brookings Register, recorded personal interviews with past and present station personnel, and station records were used in developing program history.

Operations personnel history was developed by using recorded personal interviews, television shows on South Dakota Broadcast History, station records, and the Brookings Register as resources.

Recorded personal interviews with past and present station personnel, the Brookings Register, records of the Brookings Broadcasting Company (organization operating KBRK-KGKG) were used in developing the history of the station's facilities.

Recorded personal interviews, broadcast textbooks, station files, and items from the Brookings Register were used to determine how advertising at the station has evolved.

Recorded personal interviews with present station personnel were used in developing the section dealing with coverage area.

The initial plans were derived from recorded personal interviews with past and present station personnel.

Recorded personal interviews and the station records were the available means by which the sections on organizational structure were developed.

The items in the Brookings Register, interviews with past and present station personnel, and Brookings Broadcast Company records were used in developing the sections on finance.
Recorded personal interviews with present station personnel were used as sources of data to determine the future plans of the station management.

Step three was an attempt to organize the accumulated data in a chronological order under initial plans, programming, operations personnel, facilities, advertising, coverage area, organizational structure, finance, and future plans.

Step four was an attempt to summarize the study and draw conclusions concerning the chronological development of KBRK-KGKG.

Overview of Chapters II, III, IV

Chapter two deals with the origin and first year of radio station KBRK-KGKG. Chapter three covers the subsequent development of the station after the first year of operation to July 31, 1980. Chapter four includes a summary and conclusions concerning the development of radio station KBRK AM-KGKG FM.


3 Ibid.

4 Ibid.


6 Campbell, Golden Years, p. 18.

7 Ibid., p. 21.

8 Ibid., p. 22.

9 Chester et al., Television and Radio, p. 23.

10 U.S. Department of Agriculture, Yearbook of Agriculture, p. 302.

11 Chester et al., Television and Radio, p. 23.

12 Campbell, Golden Years, p. 22.

13 Ibid., p. 24.

14 Chester et al., Television and Radio, p. 25.

15 Campbell, Golden Years, p. 24.

16 Chester et al., Television and Radio, p. 27.


18 Chester et al., Television and Radio, p. 7.
23 Campbell, Golden Years, p. 40.
25 Chester et al., Television and Radio, p. 39.
27 Chester et al., Television and Radio, p. 40.
28 Ibid.
29 Ibid., p. 41.
30 Ibid.
31 Ibid.
33 Head, Broadcasting in America, p. 153.
34 Ibid., p. 155.
37 Ibid., p. 2.
38 Ibid.
Dan Johnson, telephone interview, Sioux Falls, South Dakota, to Brookings, South Dakota, 2 February 1981.

Staley, South Dakota Pioneers, p. 3.

Dan Johnson, interview, 2 February 1981.

Staley, South Dakota Pioneers, p. 3.

Dan Johnson, interview, 2 February 1981.

Staley, South Dakota Pioneers, p. 4.

Ibid., p. 8.

Ibid., p. 11.

Ibid.

Ibid., p. 12.


Operations Personnel is defined by the researcher as persons involved in management, programming, production, news and public affairs, promotion and public relations, technical functions, and sales.


CHAPTER II

ORIGIN AND FIRST YEAR OF THE STATION

Geographic Environment

When Bob Reimers, Gene Platek, and Jack DuBlon moved from Wisconsin to Brookings, South Dakota, to start the radio station KBRK, they came to a state aptly described as the "Land of Infinite Variety." The South Dakota--Students Guide to Localized History listed the state's great diversity of topographic features:

- rolling plains, rough highlands, steep slopes, deep narrow canyons, high buttes, rugged badlands, and mountains. The Missouri River marks off two distinct areas commonly referred to as the "east river" and "west river" sections.

The west river region, which was not glaciated, comprises two separate provinces: The Great Plains and the Black Hills. Here geologic forces raised the land in an eastward tilt while rivers cut deep trenches. Water and wind wore away rocks and clays. The result was buttes, badlands, rolling hills, and canyons.

In contrast the Students Guide presented the east river section as a "continuation" of the prairies of the Upper Mississippi Valley, formed by four major ice sheets that ground their way across when most of the stoves, houses, and all the residents moved to the land surface from the northeast. Deposits of glacial debris reach a depth of four hundred feet in some places. The soils of South Dakota are among the most fertile to be found anywhere. In
the eastern part, the predominant soil is clay loam that is well
adapted to wheat and corn.\(^3\)

Brookings, South Dakota

Brookings, South Dakota, is located on the plains of the east-river section, fifty miles north of Sioux Falls, at the cross-roads of Interstate 29, U.S. 77, and U.S. 14.

A historical marker located at the Brookings/Kingsbury County line indicates Brookings County was created in 1862 and named for Wilmot W. Brookings, a pioneer, squatter, judge, governor, and promoter of Dakota Territory. It was organized on July 3, 1871, in Martin N. Trygstad's cabin, four miles northwest of the town of Medary.\(^4\)

A second historical marker, located seven miles south of Brookings, shows information that in 1857 the Dakota Land Company of St. Paul started the town of Medary, hoping that this site would become the capitol of a proposed Dakota Territory.\(^5\) The next year, according to South Dakota: Fifty Years of Progress, the Sioux Indians under a Yankton chief, Smutty Bear, burned the log dwellings and drove out the fourteen residents.\(^6\) In 1869, the same historical marker reveals, Medary was settled again and remained until 1879 when most of the stores, houses, and all the residents moved to Brookings, since the railroads had reached that point. The town of Brookings, first called Ada, was founded in 1879.\(^7\)
The historical marker located at Hillcrest Park in Brookings claims the village of Brookings became a county seat in 1879, replacing Medary which had been the seat since 1873.8

According to the same historical marker, the winters of 1880-81 and 1887-88 consisted of such intense storms and blizzards that rail communications stopped for many weeks. Fierce blizzards, an unusual phenomenon to some areas, are a frequent occurrence in the Brookings area.9

The aforementioned marker indicated the territorial legislature established a college at Brookings in 1881, and residents donated eighty acres of land for the purpose. Classes began with thirty-five students in 1884 and the first degree was granted in 1886.10 Table 2 indicates a gradual and continuous population growth of the city.

Indications of community pride and progress come from various sources. In the early decades, according to the Hillcrest Park marker, Brookings was known as the "city of trees" because of the residents' great interest in planting trees and beautifying the city.11 An aerial view of the city provides testimony that the residents are as concerned as ever for this patch of green.

The Brookings Telephone Directory cites one area of progress that sets off the present-day city from its prairie community of one hundred years ago. Brookings set a trend for America when, in 1957, it became the first city to have a complete fluorescent street lighting system. The fluorescent lighting system was installed
# TABLE 2

**GROWTH OF CITY AND COUNTY**

<table>
<thead>
<tr>
<th>Census Year</th>
<th>County</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>1870&lt;sup&gt;a&lt;/sup&gt;</td>
<td>148 whites 18 Indians</td>
<td></td>
</tr>
<tr>
<td>1880&lt;sup&gt;b&lt;/sup&gt;</td>
<td>4,965</td>
<td></td>
</tr>
<tr>
<td>1890&lt;sup&gt;b&lt;/sup&gt;</td>
<td>10,132</td>
<td>1,518</td>
</tr>
<tr>
<td>1910&lt;sup&gt;b&lt;/sup&gt;</td>
<td>14,178</td>
<td>2,971</td>
</tr>
<tr>
<td>1960&lt;sup&gt;b&lt;/sup&gt;</td>
<td>20,046</td>
<td>10,558</td>
</tr>
<tr>
<td>1970&lt;sup&gt;c&lt;/sup&gt;</td>
<td>22,158</td>
<td>13,717</td>
</tr>
</tbody>
</table>


<sup>b</sup> Historical marker in Hillcrest Park erected by the Brookings County Historical Society, 1963.

<sup>c</sup> The 1980 Editor and Publisher Market Guide the 4th Estate (New York: Editor and Publisher Co., Inc.).

downtown in 1954 and the residential lighting system was finished in 1957.<sup>12</sup> Brookings is described as the trade center for a radius of thirty-five miles, in which more than eighty thousand people live.<sup>13</sup>

The South Dakota Memorial Art Center, which opened in 1970, is reported to be the only structure in the state built exclusively for art.<sup>14</sup>

The Editor and Publisher Market Guide describes Brookings during the 1970s:
Transportation: railroads Chicago & Northwestern, Burlington Northern
motor freight carriers 3
intercity bus line Jackrabbit Lines

Households: city 3,673
county 6,276

Banks: Savings & Loan Ass'n 1 $20,000,000
Commercial banks 2 $50,000,000

Passenger Autos: county 11,428

Principal Industries: government 1,955 employed (mostly at SDSU)
medical products 515 employed
farming & seed processing 85 employed

Climate: spring -23 to 100
summer 32 to 100
fall -13 to 98
winter -30 to 40

Retailing: principal shopping areas main street
6th street
22nd ave.

Principal Shopping Days: Friday, Saturday, Sunday, & Monday
Stores open Monday evenings downtown and Monday through Friday at the malls.

Presently communication to, from, and within the city is carried on by a daily newspaper, three radio stations, cable television, and service and shopping sheets. KBRK AM and KGKG FM, a commercial broadcasting base, make up two of the three radio stations. The third, KESD FM, is a public broadcasting station.

The previously described environment of the City of Brookings constituted the milieu in which KBRK developed.

Initial Plans For KBRK

Bob Reimers, station manager and chief engineer of KBRK, said KBRK started broadcasting in Brookings, South Dakota, but its origin was in Menominee, Michigan, a city on the shore of Green Bay and the Wisconsin-Michigan border. Reimers said that he and Jack
DuBlon were working for station WMAW and decided, during the mid-1950s, that "... if their station manager could break even doing nothing, they could work and make a profit."\textsuperscript{17} They procured several market year books and began looking for a town that was large enough to support a station and did not have one at that time. Reimers stated that they came up with two towns that they considered good potential locations. Brookings was one and York, Nebraska, was the other. Bob Reimers remembered, "We spent four hundred dollars to five hundred dollars of our own money and had a frequency search made for Brookings. We felt Brookings was the better of the two towns because of its lack of competition and its marketing potential.\textsuperscript{18}

Jack DuBlon defined a frequency search as "... finding a radio frequency in a specific area that is available from the federal government."\textsuperscript{19}

To find a frequency, Reimers said they employed Charles E. Brennan of Milwaukee, Wisconsin. This consulting firm had access to all the other stations' frequencies and the areas they covered. With this information, the consultants look for a frequency that can most easily fit in and not interfere with existing stations in the intended broadcast area. Reimers went on to say the firm could now project onto a map of existing stations' coverage areas what the station's coverage area could be. A given power, a given frequency, and ground conductivity are taken into account. (Figure Two in Appendix B shows the map layed out by the Brennan firm.) Reimers said the firm must leave clearance between stations on
adjacent frequencies and be sure there is enough separation between
stations on the same frequency.  Mr. Reimers chose the Brennan firm because it had done work
for WMAW at Menominee and he got to know Mr. Brennan there.

Interest had come from both Brookings and Menominee concerning
the building of the station. Reimers and DuBlon had been in contact
with the Brookings Chamber of Commerce asking for information and
the Chamber of Commerce had been contacting them. Wilfrid "Gip"
Nolan, a Chamber member at that time, recalled, "We wanted them to
come in, too!"

**Finance**

Reimers' and DuBlon's next move was to check on their
financial backing. According to Reimers, Henry Schmidt, President
of Amphenol Corporation, had indicated earlier to DuBlon that he
would back him in a venture or lend him money to go into a venture,
but ". . . when it got down to doing it, he backed out of it. This
took place in the fall of 1953."

Reimers and DuBlon then came to Brookings to raise money
locally. They tried to get people interested in investing and tried
to get loans from local banks. This idea did not work out so they
went back to Wisconsin.

The idea was dropped for about a year. Reimers recalled:

"Then my present partner, Gene Platek, who I had known
around 1950 in Antigo, Wisconsin, happened to come home
on furlough from the Army-Air Force while I was back up
there on vacation. We got together. Somehow he had
heard I had attempted to start a station and had come up short on the money end. He had saved up some money from the service. He was interested in investing and being active in some kind of business. At that point we grew into the three original partners: Gene Platek, Jack DuBlon, and myself. Reimers said it took $24,000 to start the station. Gene Platek had saved up his part. Reimers said part of his input was borrowed and the rest was from a life insurance policy he had cashed in. Jack DuBlon said his backer was his mother.

The first year of operation was not a great financial success. Reimers recalled:

By today's standards, the first year's finances were real skimpy. The owners weren't taking much of a draw but we actually made money. We didn't go behind. We made station expenses and personal expenses.

First Year of Operations Personnel

KBRK started with Bob Reimers, Jack DuBlon, Gene Platek, and two employees: Bertrum Getzug and Darlene Lakman. For purposes of continuity, the careers of these first-year people will be fully developed in this section.

Robert Reimers

Robert Reimers was born on March 6, 1926, in Omaha, Nebraska. Besides being salutatorian of his high school class, he received two scholastic scholarships, one to the University of Nebraska and one to Nebraska Wesleyan University. Instead of going on to college, Reimers said he enlisted in the Navy during 1944. He found he had an aptitude for radio engineering when he ended up with the top
scholastic average among three hundred classmates in the Navy Aviation Radio School located in Memphis, Tennessee.

Since he was past twenty-one when he got out of the service, Reimers said he could not see, at that time, going to four to five years of college. He decided to go to a two-year technical school strictly for broadcast engineering. He attended Omaha Technical Institute from 1946 to 1948.

After completing the technical school program, Reimers took the series of tests given by the FCC to get the First Class Radio-Telephone Operator's License, which was and still is a requirement for engineering in broadcast stations.

Upon passing the tests, Reimers began his first job as an engineer at WATK in Antigo, Wisconsin. After working there from February 1949 to August 1950, Reimers went to KCOB in Centerville, Iowa. There he worked as chief engineer and announcer from August 1950 to January 1952.

Reimers' next employer was WMAW in Menominee, Michigan. He worked there as chief engineer and announcer from January 1952 to January 1955. When the word got out that Reimers and DuBlon had applied for their own station in Brookings, South Dakota, Reimers said his boss at WMAW, "... let us go kind of quick." Reimers explained that when a person applies for a construction permit, it is published in a trade magazine which was the source of his boss's information.
Another requirement for an application is to have printed in the trade magazine the amount of money needed to put the station together and to have that money in a bank account specifically designated for that purpose. Reimers said that he had all his money tied up in this account when he was let off his job. During the interim between his job and getting the construction permit, Bob Reimers and his family lived with his parents in Omaha, Nebraska, until March 1955. He filled the three months by working on the Union Pacific Railroad and putting together test equipment for the new station.

Reimers has been the chief engineer at KBRK–KGKG from its beginning.

Gene Platek

Gene Platek's home was in Antigo, Wisconsin. According to the Brookings Booster, Platek was a radar and electronics technician while in the Army-Air Force during World War II. Mr. Reimers, who worked at WATK, got to know Mr. Platek while he was managing a bowling alley. Platek and Reimers had also played softball together. Reimers said he moved to a new job in Iowa about the same time Platek was called back into the service for the Korean Conflict. While on furlough, Platek got together with his old friend, Bob Reimers and soon became the third partner in the KBRK venture. Platek started out as the station's bookkeeper and sportscaster, but dropped the latter five to six years before this writing. He continues as the financial manager.
Jack DuBlon

Jack DuBlon, according to Reimers, was from the Chicago suburb of Berwyn. The Brookings Booster reported that DuBlon had been graduated from the University of Illinois. Upon graduation, he served in the Air Force and was stationed in Korea. After Korea he was employed by WMAW in Menominee, Wisconsin, as an announcer. While at WMAW, he met Bob Reimers, and joined him in the KBRK venture. At KBRK, DuBlon was the first program director and also served, at the outset, as an announcer. After about a year, DuBlon said he moved on because of an "unhappy romance." DuBlon remembers, "I was going to get married to a gal back in Michigan. I had a whole apartment full of furniture and the marriage fell through. I just got depressed and decided I was going to get out of the business, period." DuBlon said he sold out to Red Stangland and went back to Illinois. Almost as soon as he got back he received a call from a television station in San Angelo, Texas, and went into the puppet show business. Reimers said DuBlon had a half dozen expensive puppets made up. He worked at the Texas station for a couple of years and then moved to Milwaukee where he has been for "fifteen to eighteen years." Reimers said currently DuBlon's main job is running a late night news show where he does the announcing with puppets and his own voice. Reimers stated that DuBlon is "... quite a popular figure in the Milwaukee area with his puppets."
Darlene Lakman

Darlene Lakman was KBRK's first receptionist and secretary.

Reimers said Lakman had worked for various businesses, including Sexauer Seed Company, as a secretary. Lakman responded to an ad KBRK ran seeking a secretary-receptionist. In addition to her secretarial work, Lakman was the original editor of a KBRK women's program and special events. She was with the station for only one year. 37

Bertrum Getzug

Bertrum Getzug was born and reared in St. Paul, Minnesota. Through the G.I. Bill, he went to the American Institute of the Air, a broadcasting school that has since become known as the Brown Institute of Broadcasting and Electronics.38

Jack DuBlon, program director of the not-yet-operating KBRK, said he went to Getzug's school looking for a full-time announcer. DuBlon chose Brown Institute to find an announcer because it was the nearest school that had a good name. DuBlon went on to say, "I listened to him [Getzug] and I thought he was good so I asked him to join our station."39

Getzug said he was asked to be in Brookings in June of 1955 for the opening of the station. 40 When he came to KBRK he unofficially changed his name to Bert Getz for air use. According to Getz, "[I have been] using it [Bert Getz] since 1955 when I first came out here. I had an uncle in Chicago who legally changed his
name. It was short, quick, and ideal for use for broadcast purposes."41

Getz said he has been with the station for twenty-five years "... with a few breaks and interruptions in between."42

Two years after starting with the station, Getz wanted to get closer to his hometown, St. Paul. Getz said he got a job at KYSM in Mankato but found the working hours were not to his liking. During this time period KBRK was broadcasting the South Dakota State College games. One Saturday, two of the owners came out to do a Jackrabbit-Mankato game and looked Getz up while they were there. Getz stated that they told him that if he wanted to come back he was welcome. Mr. Getz packed up and drove back to Brookings in December 1957.43

In the spring of 1963, Getz said he left again. With his father passing away and eight years at KBRK "under his belt," he felt it was time to go back to the Twin Cities. Getz said he could not find a job in broadcasting immediately and ended up working for an auto glass company doing public relations work. He would call on insurance agents asking them to send glass business to his company instead of the other places in the Twin Cities. This job hardly paid the bills, so in the fall of 1963, Getz went back to KBRK.44

A few years later, Getz was contacted by a person with whom he had worked in Mankato. That person, then a station manager and owner in St. Cloud, Minnesota, wanted Getz to come and be the program
director. Again, it meant being closer to the Twin Cities, which is what Getz said he wanted back in 1957. He went to St. Cloud.

Getz returned to KBRK in early summer of 1967 and has been with KBRK since that time. He had three interruptions totaling about a year and a half in a twenty-five year period.45

In summary, the station was founded by Bob Reimers, Jack DuBlon, and Gene Platek. During the first year they hired two people: Bertrum Getzug and Darlene Lakman.

Organizational Structure

In the beginning the three partners, (Bob Reimers, Gene Platek, Jack DuBlon) each had a particular job assignment. Reimers was the station manager and chief engineer. He also covered sports and did some announcing. Platek was the news and sports director. He also handled some of the programming, along with the bookkeeping. DuBlon was in charge of sales and did some announcing. Bert Getz was an announcer and Darlene Lakman handled secretarial and traffic work.

According to Bob Reimers, the station's philosophy from the beginning was to work with fewer people doing more work for more pay.

Reimers said:

We felt if we could pay considerably more than the going rate and give them some accounts to service, it would get them up there where it is kind of hard for them to leave and look for another job. Doubling up has some drawbacks, but in this size market, a person has to be able to do a couple of jobs.46
name. It was short, quick, and ideal for use for broadcast purposes."

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"... with a few breaks and interruptions in between.""

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According to Reimers, this philosophy of doubling up on work for more pay and what he called, "... a heck of a time meeting all the bills of the staff we had," kept the personnel to the original five for the first year.  

**Programming**

"KBRK Hits Air 6am July 28." This headline in the July 27, 1955, issue of the *Brookings Register* noted the birth of Brookings' first commercial radio station placed at 1430 kilocycles on the AM radio dial. The five hundred watt station started transmitting at 6:00 A.M. and continued throughout the day until 7:30 P.M. on weekdays, and from 7:30 A.M. until 7:30 P.M. on Sundays. As reported in the *Brookings Booster*, "The type of programming you will hear is varied enough for all members of the family."  

According to the *Brookings Register*, programming included state, national, and world news plus sports and markets from the Associated Press News Service. Weather, daily religious programs, local news, sports, public service periods, coverage of special events, and music could also be heard throughout the broadcast day. Example 1 (See page 36.) shows an early program log published in the *Brookings Booster.*  

Initial programming was well received. Some of the comments made about KBRK were recorded by the *Brookings Booster* representatives as "... they made their rounds:"

A businessman: The new radio station's sportscast is one of the best I have ever heard on a radio.
Brookings Radio Station

WEEKLY PROGRAM

Weekday Program Log

A. M.

6:00 Sign On
6:02 Morning Prayer
6:05 Country Rhythm
6:15 SDSC Farm Forum
6:30 Farm Markets
6:35 News
6:40 Rhythm Reveille
   Part 1
7:30 Sports News
7:35 News
7:45 Weather Roundup
7:50 Rhythm Reveille
   Part 2
8:30 News
8:35 Rhythm Reveille
   Part 3
9:15 Public Service
9:30 Organ Moods —
   Mon., Wed., Fri.
   Blackwood Bros. —
   Tues., Thurs.
9:45 Morning Meditation
10:00 News
10:05 Bootie Parade
10:10 Homemakers Har-\n   monies
10:40 Farm Markets
10:45 Let's Get Together
11:30 Bargain Counter
11:45 Broadway's Best
12:00 Music in the Air

P. M.

12:15 Noontime Farm &
   Market Report
12:30 Noon News
12:45 The Song and The
   Star
1:00 Public Service
1:15 Best on Wax , Part 1
1:55 News
2:00 Best on Wax , Part 2
3:30 Polka Time
3:55 News
4:00 Public Service
4:15 Music Coast to Coast
4:45 The Three Suns

5:00 Passport to Day-
   dreams
5:30 Evening News
5:45 Sports Review
6:00 Variety Time Part 1
6:55 News
7:00 Variety Time Part 2
7:25 News

Sunday Program Log

A. M.

7:30 Sign on
7:32 Prayer
7:35 Getz Set For Records Part 1
8:00 News
8:05 Sports
8:10 Getz Set For Records Part 2
9:00 Hour of St. Francis
   Starts Aug. 7
9:15 Getz Set For Records Part 3
10:00 News
10:05 Music to Relax By
10:30 1st LUTHERAN
   CHURCH SERVICES
   BEGIN AUG. 7
11:30 Music to Remember
12:00 Public Service

P. M.

12:15 Let's go to Town
12:30 News
12:45 Songs of France
1:00 Freedom Is Our
   Business
1:30 Wonderland of Music
   Part 1
2:00 News
2:05 Wonderland of Music
   Part 2
3:00 News
3:05 Wonderland of Music
   Part 3
3:30 Music of Romance
4:00 News
4:05 Masterpieces in Music
6:00 News
6:05 Ray Bloch &
   David Rose
7:00 Paris Star Time
A twelve-year-old: It's nice to hear something on the radio about Brookings and the Brookings stores instead of some of those other towns we hear all the time.

A mother and father: Our kids have sat with their ears glued to the radio since the new station opened--it's never been turned off.

Aurora merchant: Great for Brookings and their radio time should be good advertising media for us here.

Some of the advertisements from the Brookings Booster welcoming KBRK to Brookings are shown in Appendix A.

Reimers felt the station had attempted to match programming to the audience from the very beginning. He said that at that time they could not aim at the students because they did not broadcast at night. The AM side of the station, however, had always strived for the adult audience, thirty-five years of age and over. Since Brookings is largely a farm economy, Reimers stated that they tried to mix a blend of markets, farm programming, and middle-of-the-road music with local news and weather. Information of this type came from the teletype and telephone calls.

Even with all the endorsement by the Brookings Booster and the good intentions by all at KBRK, Eider "Red" Stangland, former part-owner of the station, said the first year was a struggle. He said the formats were not too well formulated due to the combined fact that the station was new and that the newspaper was trying to stop the station from continuing. (See Advertising.)

KBRK started broadcasting at 6:00 A.M. on July 28, 1955. Initial programming was well received. The station attempted to match their programming to the audience.
Facilities

Reimers said he had applied to the FCC for a building permit in December of 1954 and received the confirmation to start construction in April of 1955. He stated that the building permit is actually an interim stage in the application for the operating license. The first step was hiring a consulting firm to do a frequency search, determine the tower height and overall antenna system required, and recommend the needed equipment. The next step was to hire an attorney to prepare the legal part of the application. The application was sent to the FCC, who found everything in order and sent a construction permit. The permit gave the owners six months to complete construction and be ready to broadcast. Reimers said a permit does not let the station operate commercially but does allow them to operate on a test basis until a license is issued, which comes when the area FCC inspector examines the station and "... gives it the okay." There was a difference of opinion as to who moved to Brookings first to start work on the station, but when DuBlon and Reimers had settled in, both worked on construction of the transmitter facilities. The block building that was to house the coming transmitter was constructed outside of the city limits. Other work that needed to be done included putting in the transmitter, putting up the tower, remodeling a studio and outfitting it with equipment. Reimers said tentative orders for most of the equipment had already been placed by the time construction started.
According to Bert Getz, the initial studios were located in three offices over what was once the Northwestern National Bank in downtown Brookings on the corner of Main Avenue and Fourth Street. It is now the Ram Pub, an eating-drinking establishment. For several years the studio shared the upper level with a dental office operated by Dr. James Tritle and an investment firm called John G. Kinnard and Company.

The Brookings Booster reported that the transmitter and tower were located one mile east of Brookings and one-half mile south of Highway 14. At that time, this location was on a township road dividing Brookings and Aurora townships. The transmitter could be controlled either at the site or from the studio. The theory behind the remote control, according to Reimers, is that the transmitter can be out in the country and operation of it, such as turning it on and off, reading the meters, and raising and lowering the power can be done over the telephone lines. Operation of the transmitter can take place at the source, Reimers said, but "... the purpose of the remote control is so that you don't have to run out in the country and do all that."

The tower's overall height, as indicated on the Brookings Broadcast Company's License Application to the FCC, came to 164 feet above ground, with the transmitter emitting five hundred watts of power. For more information and detailed drawings concerning the transmitter, the tower, and the power, see Appendix B.
Appendix B is a copy of the original application by the Brookings Broadcasting Company for their operating license.

The originators of KBRK started the station with the minimum amount of equipment needed. Mr. Reimers expressed his view of the situation:

Having been an engineer for seven years and working in small market radio for seven years prior to this, I knew what was necessary. I didn't buy cheap equipment. I bought good commercial equipment and all new equipment. I knew what frills we could get along without at the beginning.

Reimers knew of several stations that, when they were starting, had purchased more equipment than was needed to do the same job. He recalled one example:

KLOH in Pipestone went on the air about four months before we did. They were originally started by a corporation of eight or nine local men and it cost about four and one-half times as much to start their station as it did to start ours.

It's just that they went overboard on a lot of equipment. We added it as the years went on. As we saw we needed it, I would get ahold of it.

I guess it's like people. I can't see having a whole lot of extra ones sitting around, not knowing what to do and not keeping busy.

Almost all of the equipment in the studio, according to Reimers, was from the Gates-Harris Company. The stripped-down audio console was "... the Model T of control boards, but through Reimers' ingenuity, it was able to do much more functions due to his adaptation," claimed Red Stangland. He said that the sixteen-inch turntables and tapedecks were, "... very simple. Nothing like the push-button things of today." Reimers said the
transmitter, live amplifiers, and monitoring equipment were also from the Gates-Harris Company.

Even though the personnel were ready, the delay of a frequency monitor stopped the station from receiving its license, claimed Reimers. Bert Getz said he had been asked to be ready to go on the air in June, but because of this hinderance they did not go on until July 28, 1955.

While waiting for the equipment to come in, Reimers related:

We worried and sweated a lot. We had money going out and none coming in. We cleaned things up, spent time pre-selling for the day when we could commercially broadcast, and used that time to line up more accounts. There wasn't a whole lot we could do. The rest of the equipment was in place and tested out.

Getz recalled, "I spent that month just familiarizing myself with the equipment, setting up a record library, and playing gin rummy with the owners."

Reimers also submitted to the FCC his selection of three call signs, in order of preference. He said they took a look at his choices to determine whether the call signs could be mistaken for another in the same area, such as KISD or KYSD. Since the FCC found that the call sign, KBRK, did not sound like any other in the area, they gave the station permission to use it.

The station applied for this call sign because, according to Reimers:

If you are west of the Mississippi River and anything after 1930, the call letter has to start with a "K." The "BRK" was just an abbreviation for Brookings. That was our first choice. KSOD, which is short for South Dakota, was another.
Finally, with the missing piece in place, the FCC inspector having found everything to be in proper order, and with a public endorsement by the Brookings Booster, "... KBRK is just as up-to-the-minute as any other radio station, though just a mere infant compared to some which have been on the air for years," the station was ready to progress.

Construction on the station began in April of 1955. Studios were fashioned out of offices in the upper level of the Northwestern Bank. The transmitter, located outside of Brookings, emitted five hundred watts of power. All equipment was new.

Advertising

For the sake of continuity, certain parts of this section have been fully developed beyond the first year. Chester et al. reported in Television and Radio that every system of broadcasting requires a sound means of financial support to keep it going. They went on to say that if the merchants took off their ads in the weekly newspaper advertising the goods and services, the merchants at that time made it difficult for news agents to sell the paper. Also when a person can't get a new story, they want a new story, the merchants can't sell their goods, and they have to go to publishing. In any commercial station, the principal means of income and livelihood it has is advertising.

In the beginning, KBRK charged $1.00 for a thirty second spot and $2.50 for one minute of advertising time. Even though the rates were reasonable, there were barriers hindering the station's progress. Red Stangland described the situation:
In the mid-fifties, radio was still not completely accepted. It was considered a kind of novelty, along with matchcovers and key chains, and the merchants were not whole heartedly convinced it would do a major job for them. They couldn't conceive how a station could do them any good. They thought the big dogs like KSOO and WNAX were real radio. So we had a very aggressive campaign to educate them.

Stangland recalls another barrier KBRK had to overcome:

The newspaper was extremely against radio and television, and they had full-page ads telling merchants they were stupid to use radio; they were just throwing their money away.

According to Gip Nolan, the newspaper's tactics on the street were just as harsh as their newspaper ads. Nolan went on to say that if the merchants took out any ads on the radio, the newspaper, at that time, made it difficult to get any decent space for their newspaper advertising. Nolan added:

Also when a person from KBRK would get any news stories from, say, the Sheriff's Office or any public office or anyplace, the newspaper would go to them and raise heck. The newspaper had the whole community convinced that if you wanted a news story, you carried it in the newspaper first, and then you could give it to the radio. Maybe the next day. For a long time that went on. They just had people scared of them. And, of course, so many organizations and all, that want a newspaper story to put in their scrapbook, so the newspaper held it over them and said they weren't going to publish it if they heard it on the radio first.

Jack DuBlon said the community was not the only group that had problems with newspaper space. "We [the station] didn't get much print in the paper." A study of the newspaper from January 1955 to August 1957 showed that the local newspaper published four articles about the station or a particular staff member.
claimed that former Senator Karl E. Mundt had told him the newspaper
had made an effort to get KBRK's construction permit turned down. 87

According to Gip Nolan, there was another radio station in
Brookings prior to KBRK. Nolan said it did not last very long and
the newspaper owner felt that with a little help, KBRK would fade
away, too. 88 The researcher could not find anyone who knew more
about the short-lived radio station. It may have been the station
referred to in Chapter I.

According to Reimers, the heart of the controversy appeared
to be the competition KBRK represented for the advertising dollar. 89

Nolan warned DuBlon and Reimers before they started the station that:
"You're going to have a battle with the newspaper, but I'm pretty
sure our merchants are going to turn to you; it's just going to
take some time." 90

And turn they did. During the first year of station
operation, Red Stangland said the merchants eventually considered
it "ridiculous" that the newspaper would be worried about the radio
station. Stangland remembered that the publisher, during that time
period took it personally and felt that the station was "picking
his pockets," so he wrote editorials saying such things as:

The newspaper is the only way to go; it's something
that people want and pay for and invite into their home.
You can have an audited report on circulation; you know
exactly what you're getting for your money. With radio
and television you might be giving your money away."
One way the station addressed the problem was through space taken out in the local shopping news tabloid. Stangland described the type of response printed:

We'd talk about the cultural lag, how after the introduction of certain innovations, why there's sometimes a little resistance to its use. We gave the example of the horseless carriage. It was made to resemble the buggy. They even put a whipsocket on it. It was difficult to adjust their mental outlook to the new innovations, so they'd make it like the old ones as much as possible. That is why it evolved as a concept all its own. This is what we told about radio. That it wasn't on paper, it wasn't thrown on the doorstep, it was entirely different, but it was better in many ways because of such reasons.

Reimers went on to further explain:

Radio is a different kind of medium. Certainly we know we can't go in depth and do the things, reporting-wise, that a newspaper can do. But by the same token there are a lot of immediate things, things that are important to have on right now. A lot of things a newspaper can't do that we can do.

Gip Nolan said the conflict between the newspaper and the radio station was heated but short-lived. He said the controversy started as soon as the station owners came to town to build and ended during the first year of their operation. Nolan felt, "The newspaper owner mellowed out fast on his beliefs of getting rid of the station when a lot of townspeople told him Bob Reimers was a great guy." Nolan maintained that Reimers and Platek did a lot to help win the battle. Bob has such a fine personality and he got involved with the utility board and both of them were with the country club. They were both respected in the community.
When the newspaper changed ownership in 1966, Mr. Nolan discussed the problem with the new owner, Tom Reynolds, to make sure peace between the two would continue. Nolan told him:

If people heard something on the radio or saw it on television that hit home with them, either a relative or something that they were knowledgeable about or very much interested in, they immediately run down to get a newspaper and get the details, so if anything, we are helping you sell the newspapers.

The newspaper and the radio station worked together with no problems. Nolan described the situation:

If I'd be out on the beat and see something of community interest, I'd call the owner [of the newspaper] and say, "Tom, you'd probably like to come over here, or get out to such and such a place and get a picture. This and that has happened. I don't think you've found out about it yet." Tom would thank me and out would go a photographer and they'd get a picture of it. That's something we couldn't use on radio, is a picture, and they'd have an interesting story. Likewise, Tom would call me and say, "Gip, we've just found this out." That's the way we worked together, and it was a beautiful way to work, because both of us should have and were interested in this community, the growth and development--not fighting each other. By working together like that, it made it much more interesting to all of our citizens in this area.

Radio advertising started to pay off and the merchants did not need convincing anymore. Nolan claimed, "The merchant knew it was paying off. Once the ball got rolling, almost every business in Brookings advertised with KBRK." "Not only Brookings, but Madison, Flandreau, Arlington, Estelline, Colman--Sioux Valley Electric sponsored a newscast, for example," said Red Stangland.

In summary, the principal means of income for the station's first year was advertising. The station charged $1.00 for a
30-second commercial and $2.50 for one minute. The local newspaper was an initial opponent of the radio station.

**Coverage Area**

Mr. Reimers said KBRK-AM started out as a one-tower non-directional station\(^{100}\) with a primary coverage area of forty-five to fifty miles.\(^{101}\) He commented that:

Supposedly you should get out equally in all directions but with other stations on the same frequency or adjacent frequencies, that can cut in on you, and in a given area, ground conductivity has a lot to do with it.\(^{102}\)

The coverage map in Appendix C has a 0.5 millivolt contour line and a 0.2 millivolt contour line. According to Reimers, the 0.5 mv contour is considered the solid primary listening area. (Mvm stands for millivolt per meter.) He said that from there on out to 0.2 mv is still considered primary station coverage, but if a listener was in a town with noisy transformers or neon signs on the edge of the 0.2 line, it is possible the signal would not be very good. The map shows the field strength reading of what should be a solid uninterruptible signal (inner ring) and what is still considered primary coverage but not as solid and subject to more local interference (from inner ring to outer ring).\(^{103}\)

For more detailed layouts concerning coverage area, refer to Figure 1 and Figure 2 of the Application of Brookings Broadcasting Company in Appendix B.
Summary

During the early 1950s, Bob Reimers and Jack DuBlon decided to start a radio station. Brookings, South Dakota, was chosen because of its lack of competition and its marketing potential. Gene Platek joined them in their venture. Platek, Reimers, and DuBlon put together $24,000 of their own money as the original investment.

The station began with five people: Bob Reimers, Jack DuBlon, Gene Platek, Bertrum Getz, and Darlene Lakman. Reimers was the station manager, chief engineer, sportscaster, and part-time announcer. Platek was news and sports director, bookkeeper, and part-time programmer. DuBlon was in charge of sales and did some announcing. Getz was the full-time announcer. Lakman was secretary and traffic manager.

Construction on the station started in April of 1955. The transmitter was placed on the east edge of Brookings and the studios were located over the Northwestern Bank. Equipment was new, but at a minimum.

KBRK started broadcasting at 6:00 A.M. on July 28, 1955. The five hundred watt station was located at 1430 on the AM radio dial. From the beginning, the station strived for the adult audience.

Even though its advertising rates were reasonable, the station had two barriers hindering its progress: the area still considered radio a novelty, not something advantageous; and the newspaper was against its starting due to a feeling of competition for the advertising dollar. The conflict ended within the first year.
KBRK-AM started out as a one-tower non-directional station with a primary coverage area of forty miles in every direction.
ENDNOTES


2 Ibid.

3 Ibid.


5 Ibid., p. 11.


7 Brevet's Markers, p. 11.

8 Historical marker located on U.S. 14 on eastern edge of Brookings, South Dakota, two miles from I-29 at Hillcrest Park. Erected by the Brookings County Historical Society, 1963.

9 Ibid.

10 Ibid.

11 Ibid.

12 City of Brookings Telephone Department Telephone Directory (Brookings Telephone Department, 1979), pp. 37-38.

13 Ibid.

14 Ibid.


18 Ibid.
20 Robert Reimers, telephone interview from Sioux Falls, South Dakota, to Brookings, South Dakota, 4 November 1980.
21 Ibid.
22 Wilfrid "Gip" Nolan, interview held at radio station KBRK-KGKG, Brookings, South Dakota, 6 August 1980.
23 Reimers interview, 4 November 1980.
24 Ibid.
25 Ibid.
26 Ibid.
28 Reimers interview, 4 November 1980.
29 Robert Reimers, interview held at radio station KBRK-KGKG, Brookings, South Dakota, 10 December 1980.
31 Reimers interview, 4 November 1980.
33 Reimers interview, 4 November 1980.
36 Reimers interview, 10 December 1980.
37 Reimers interview, 4 November 1980.
38 Bert Getz, interview held at radio station KBRK-KGKG, Brookings, South Dakota, 6 August 1980.

Getz interview, 6 August 1980.

Bert Getz, telephone interview from Sioux Falls, South Dakota, to Brookings, South Dakota, 29 October 1980.

Getz interview, 6 August 1980.

Ibid.

Ibid.

Ibid.

Reimbers interview, 31 July 1980.

Reimers interview, 4 November 1980.


Ibid., p. 6.

Ibid., pp. 3-4.

Reimers interview, 10 December 1980.


Reimers interview, 31 July 1980.

Reimers interview, 4 November 1980.

Ibid.

Reimers interview, 31 July 1980.

Ibid.
61 Getz interview, 6 August 1980.
62 Reimers interview, 4 November 1980.
64 Reimers interview, 4 November 1980.
67 Ibid.
68 Reimers interview, 4 November 1980.
69 Stangland interview, 29 September 1980.
70 Ibid.
71 Reimers interview, 4 November 1980.
72 Getz interview, 6 August 1980.
73 Reimers interview, 4 November 1980.
74 Getz interview, 6 August 1980.
75 Reimers interview, 4 November 1980.
78 Ibid.
79 Reimers interview, 31 July 1980.
80 Ibid.
81 Stangland interview, 29 September 1980.
82 Ibid.
83 Nolan interview, 6 August 1980.
84 Ibid.
85 DuBlon interview, 30 October 1980.
86 Brookings Register, January 1955 to August 1957.
87 DuBlon interview, 30 October 1980.
88 Wilfrid "Gip" Nolan, telephone interview from Sioux Falls, South Dakota, to Brookings, South Dakota, 7 November 1980.
89 Reimers interview, 31 July 1980.
90 Nolan interview, 6 August 1980.
91 Stangland interview, 29 September 1980.
92 Ibid.
93 Reimers interview, 31 July 1980.
94 Nolan interview, 7 November 1980.
95 Nolan interview, 6 August 1980.
96 Ibid.
97 Ibid.
98 Ibid.
100 Reimers interview, 31 July 1980.
101 Reimers interview, 4 November 1980.
102 Reimers interview, 31 July 1980.
103 Ibid.
CHAPTER III

STATION DEVELOPMENT

Primarily, this chapter represents a chronology of events in the subsequent development of KBRK after the first year of operation.

Subsequent Operations Personnel

Persons discussed in this section were determined to have been among those added to the staff after the first year of operation. Some of them have since left the station. For continuity purposes, the researcher attempted to present employee's personal history up to the time of this writing.

Throughout the station's history, people have been added to the staff, due to an increased work load demanding more help, Robert Reimers reported. Beyond this statement, Reimers said the present day workload and file privacy would not make it possible to undertake an indepth study of personnel. Due to management preference, time, and privacy, it was not possible to follow the progression of each job in the station over the twenty-five year history. Nevertheless the persons discussed in this section are considered significant because of the role they played or the nature of the position they held in the organization. Because of the foregoing limitations,
information concerning significant station employees was derived primarily from various interviews.\(^1\)

The staff has progressed from the five people who started with the station to a present staff of twelve, as shown in Table 3. Numbers under dates denote the number of people assigned to that specific job.

### TABLE 3

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Engineer</td>
<td>1</td>
<td>no change</td>
<td>1</td>
</tr>
<tr>
<td>Bookkeeper</td>
<td>1</td>
<td>increase</td>
<td>2(^a)</td>
</tr>
<tr>
<td>Secretary</td>
<td>1</td>
<td>increase</td>
<td>2(^a)</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>1</td>
<td>no change</td>
<td>1</td>
</tr>
<tr>
<td>Sports</td>
<td>1</td>
<td>no change</td>
<td>1</td>
</tr>
<tr>
<td>Announcers</td>
<td>1(^b)</td>
<td>increase</td>
<td>6(^c)</td>
</tr>
<tr>
<td>Newsmen</td>
<td>1</td>
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<td>1</td>
</tr>
<tr>
<td>Sales</td>
<td>1</td>
<td>increase</td>
<td>1</td>
</tr>
</tbody>
</table>

\(^a\)Linda Stern divides her time equally between secretary and bookkeeper.

\(^b\)Bert Getz was full-time. DuBlon and Reimers announced part-time.

\(^c\)Divided amongst all.
Mr. Reimers said the main reason for full-time changes in personnel was to replace people who left. Part-time employees, mostly college students, were hired from time to time for night time or weekend work.²

Some of the people who have highlighted the development of KBRK-KGKG have been involved with the station for the majority of its twenty-five years. Reimers felt that the people whom the management wanted to keep are still at the station, "... they are the key people."³ Table 4 shows, in chronological order, significant station personnel after the first year of operation.

<table>
<thead>
<tr>
<th>Name</th>
<th>Station Work Dates</th>
<th>Years at the Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eider C. Stangland</td>
<td>1956-1959</td>
<td>3</td>
</tr>
<tr>
<td>Wallace Stangland</td>
<td>1956-1959</td>
<td>2-2½</td>
</tr>
<tr>
<td>Conrad Giever</td>
<td>1957-1961</td>
<td>5</td>
</tr>
<tr>
<td>Robert Mayer</td>
<td>1957-1961</td>
<td>5</td>
</tr>
<tr>
<td>Elenore Harrenga</td>
<td>1958-1960</td>
<td>2-3</td>
</tr>
<tr>
<td>Gordon Thomas Sjodin</td>
<td>early to mid-1960s</td>
<td>2</td>
</tr>
<tr>
<td>Jack Maxwell</td>
<td>1961-1965</td>
<td>3-4</td>
</tr>
<tr>
<td>Grant Peterson</td>
<td>1962- --</td>
<td>18</td>
</tr>
<tr>
<td>LaVonne Fuller</td>
<td>1964- --</td>
<td>16</td>
</tr>
<tr>
<td>Sylvia Fenner</td>
<td>1965-1975</td>
<td>8-10</td>
</tr>
<tr>
<td>Wilfrid Nolan</td>
<td>1967- --</td>
<td>13</td>
</tr>
<tr>
<td>Gloria Severtson</td>
<td>1975- --</td>
<td>5</td>
</tr>
</tbody>
</table>
Eider C. (Red) Stangland

Eider C. "Red" Stangland said he got his nickname because of the color of his hair. His radio career and other ventures appear to have started with his high regard for the art of broadcasting, "I admired the skill of those announcers rattling away behind the mike," and his "love of the magic of radio."  

Stangland disclosed that he got started in broadcasting in 1941 at KROS in Clinton, Iowa. With three months of experience under his belt, the nineteen-year-old Stangland went to work for KSOO in Sioux Falls, South Dakota.

Eventually, he said, his responsibilities changed from sharpening pencils to covering the big bands for radio in ballrooms, such as the Arkota in Sioux Falls. He covered small-time bands, but he also got to work with such people as Whoopee John, Tommy Dorsey, and Frank Sinatra.

Stangland said that the next three years were spent in the Navy during World War II, followed by four years of study at the University of South Dakota. After graduation in 1949 he went to KSOO as Farm Service Director.

In 1956, Mr. Stangland was approached by Bob Reimers to purchase Jack DuBlon's one-third interest in KBRK. Reimers said Stangland had come to the station several times to find out how to apply for and start a radio station. When he found out DuBlon had lost interest in staying, Reimers said he talked Stangland into joining the team.
Stangland, Reimers, and Platek continued their partnership for three and one-half years. At the end of 1959 Stangland sold his share to the other two partners and concentrated his efforts on applying for a station in Iowa. (For more specific information concerning possessorship of the station, see the Ownership Report by the FCC in Appendix D.) In 1961 he opened the station, KIWA, in Sheldon, Iowa.

Wallace Stangland

Eider Stangland said his cousin "Wally" had been selling fire trucks for several years out of Brookings. Reimers recalled that the Dakota Fire Apparatus Firm purchased truck chassis, fitted them with fire apparatus, and sold them throughout the upper midwest during the 1950s. Wally Stangland was unable to spend much time with his family because he traveled over several states. Red Stangland said an invitation to sell advertising at KBRK in 1956 gave his cousin what he wanted, a new income and an opportunity to be home with his family. Red Stangland recalled, "He was a seasoned salesman and extremely adaptable to selling advertising. He didn't know a spot announcement from a crocodile when he started with us, but he learned fast."

In 1964 Red Stangland "made Wally a deal" to be manager of his station in Sheldon, Iowa, and he has been in charge of it ever since that time.
Conrad Giever and Robert Mayer

Reimers remembered the team of Giever and Mayer as two fellows who operated KBRK's remote studio in Madison, South Dakota, from 1957 to 1961. These employees ran the studio, sold advertising, and put out a news program. Reimers said the two men helped make the remote studio "highly successful," but when Madison got its own station in 1961, KJAM, the Brookings owners decided to close the Madison studio.15

Elenore Harrenga

Elenore Harrenga sent broadcasts from a remote station in Howard, South Dakota, through the Madison remote station to KBRK from 1959 to 1960.16

Gordon Thomas Sjodin

Gordon Sjodin, who shortened his name to Gordon Thomas for the radio, was a student at South Dakota State University and a part-time employee at KBRK during the early 1960s. When Sjodin was promoted to a full time position, he dropped out of college and became the announcer-salesman for the Flandreau remote station. In 1961 Reimers brought Sjodin back to Brookings as an announcer and salesman. About a year later, Sjodin, his father, and another person purchased radio station KFCB in Redfield, South Dakota.17
Jack Maxwell

Grant Peterson, present sales manager at KBRK, recalled that between owning a car dealership in Arlington during the late 1950s and being hired as a KBRK radio salesman in 1961, Jack Maxwell worked for Dybdahl Motor Company selling Buicks. Reimers added that Maxwell was a "...salesman on the road for Sioux Falls Paint and Glass" when we hired him. He worked for the station until he died of a heart attack after a Thanksgiving dinner in 1965.

Grant Peterson

Grant Peterson, born in Minnesota on September 1, 1938, thinks that in this state there are more Minnesotans than native South Dakotans in the radio industry. Peterson took general courses at Mankato College from 1956 to 1957. He attended Brown Institute in Minneapolis from 1958 to early 1959 and entered the job market as an announcer at KYSM in Mankato during 1959. That same year Peterson left to announce for KLGR in Redwood Falls, Minnesota, only to move on to KDOM in Windom nine months later to become a salesman. After three months, Peterson left to sell for KWOA in Worthington until 1962, at which time he moved to Brookings, where he has continued as sales manager to the date of this writing.

LaVonne Fuller

LaVonne Fuller moved from the Brookings Chamber of Commerce to KBRK where she has been stenographer-secretary for the past sixteen...
sixteen years. Fuller said her duties include, "answering the telephone, radio work, logging, continuity, and keeping our bosses on their toes."^{22}

Fuller described "logging" as a running account of everything that goes on the radio throughout the day. It lists programs, public service announcements, commercials, whether live or taped, how long commercials and programs are, and whether the programs came from a network phone line or if they were taped previously. She said "continuity" is the preparation of commercials for airing.^{23}

Fuller came to KBRK without any knowledge of radio activity. She had a stenographic and secretarial background.^{24}

**Sylvia Fenner**

Sylvia Fenner was hired, around the mid-1960s, to take Gordon Sjodin's place at the Flandreau remote station. Because of the economic difficulties of keeping up a full-fledged studio, Reimers said Fenner reported Flandreau news over the telephone until 1975.^{25}

**Wilfrid H. (Gip) Nolan**

Wilfrid Nolan said he was born around 1912 and raised in Emery, South Dakota. He felt it would take two weeks to explain why people call him "Gip."

During the 1930s, he said his interest in baseball led him to a chance to try out for major league ball in the American Association, but he decided against it because very few people had jobs at that time. Nolan claimed, "I was the only one in my class
that had a job, with the exception of the banker's son who entered the Navy. I was an assistant bank cashier in Loomis, South Dakota.26

Nolan reported that, in 1947, he was hired as Brookings' Chamber of Commerce manager, which gave him the opportunity to know the business community "inside out." Twenty years later, Nolan was asked to join the KBRK staff as the local newsman. Nolan reasoned, "Bob [Reimers] hired me, I suppose, because of my Chamber of Commerce background and he had been active in it so he knew me very well."27

Reimers said:

Nolan's been our news director, newsman and public affairs director up until 1978. He has covered a news beat and has written the local news stories. He has never been on the air as a newscaster but he has done Sunday afternoon public affairs shows called "KBRK Forum."

Nolan interviewed guests on different civic and community activities. This was part of his assignment throughout his career at KBRK. Reimers felt Nolan "has known the town, has been a long time resident, and a loyal booster of Brookings, and, thus, has always been real good for us here.28

After thirteen years as local newsman at KBRK-KGKG, Gip Nolan said he has semi-retired.29

Gloria Severtson

Immediately after Sylvia Fenner left the Flandreau remote station in 1975, Reimers said Gloria Severtson took over and has
been broadcasting ten-minute newscasts live over the telephone ever since.  

Between the beginnings of the station and the present day, the staff has included nearly one hundred part-time and full-time announcers and salesmen. According to a list compiled by Gene Platek, thirty-eight full-time and fifty part-time people have worked for the station. For a complete list of names and work designation, see Appendix E.

Organizational Structure

According to Bob Reimers, the organizational structure has stayed pretty much the same throughout the station's twenty-five year history. In the beginning, five people took care of all the jobs. As the need arose throughout the years, the jobs were divided and more people were hired to take care of them.

Reimers claimed they do not have a rigid organizational structure. He went on to say, "We're a loose organization with quite a bit of personal freedom in the jobs. We don't really have a hard and fast corporate structure. In a small station, like KBRK-KGKG, you don't have all the department heads involved."

In most cases Reimers said that as manager, he makes the decisions on programming, personnel, equipment purchases, rate structures, almost everything would come through him. Usually he will check with Platek, but Reimers is the one most involved in the day-to-day decision-making. Bob Reimers has remained manager and
chief engineer throughout the entire twenty-five years. As engineer he has had to handle the technical problems, order equipment that is necessary, and take care of the engineering part of license renewal applications. Reimers said that, "anything in the financial area, such as billing, would be reported to Gene Platek." Platek has dropped news and sports directing from his collection of jobs and devotes his time to accounting. The news and sports jobs have been divided among other employees at the station.

The sales sector does have a structure of sorts. Reimers held that the salesmen report to the sales manager on specific accounts. The sales manager may refer them to Reimers for final decisions.

In a larger station, Reimers said the sales manager would probably not do any actual selling. He would direct the salesmen, conduct sales meetings, distribute accounts, keep track of the active accounts, which ones are inactive and assign salesmen to cover them, and be an overall manager of the sales end of the station. Reimers continued:

In our case Grant [Peterson] does a certain amount of that but is an active salesman himself. The biggest part of his time is devoted to sales. Smaller portion in managing or directing the sales department.

All the announcers in the station are also involved in sales. Reimers explained that they either take care of old accounts and keep them on the air, or sell to new accounts.
Grant Peterson said that the idea for adding announcers to the sales staff at KBRK was a natural evolution that took hold around the mid-1960s. Prior to this time sales were handled as either house accounts by the management or by the sales manager. Peterson said:

When you say house, it is an account that the station handles. There is not a salesman calling on them. Reimers handles Wilson Clothing. Platek handles most of agency business that comes in by mail or telephone.

Peterson remembered that when he started, he announced and shared sales with Jack Maxwell. Later he was promoted to sales manager. Around 1965, he said, the work load became too much for one person so the station decided to give Bert Getz some accounts to help relieve the burden. Peterson felt the idea that Getz could handle Bozied Conoco and several other accounts plus getting a commission instead of an announcing raise worked out well for both Getz and the station. Now, everyone who is an announcer is also a 41 salesperson.

Not only do the KBRK-KGKG salesmen sell the radio time, Reimers said they also write the copy, record it, or both. Many other stations have a salesman who will get the job down on notes and bring it back to a copywriter. KBRK-KGKG management, however, has always felt that if the salesman has the personal contact with the account, seeing the machinery or the lunch meat on the counter, he gets the feeling of what the advertiser wants to do and how to put that spot together. Reimers feels it takes almost as long for a
salesman to explain to a copywriter what he wants and then come back and check it over to see that the copywriter has covered everything and that all is right, than to have the person who sells it, write it, and maybe record it. Reimers held that if there is a mistake in the copy, the trouble is easy to trace. The copywriter and salesman cannot blame each other. That is why the station salesmen cover all the different areas of sales.

A news director normally is an experienced news person who directs the news operation, decides what kinds of stories are to be carried, and assigns news stories. The station has a news director, but Reimers said that for all practical purposes it is a one-man news department so there is not a lot of people reporting to him. The news department was built up to two full-time men when Tom Maxwell was hired in June 1979, to become the news director. Gip Nolan, who formerly was the news director and is now semi-retired, covers the town meetings plus other assignments. They both covered the news while Maxwell also handled sports.

Mr. Reimers said the two women who maintain the reception desk have "unique jobs." LaVonne Fuller's position is a combination of secretarial, logging, and reception work. Fuller said the "logger" makes it possible for the announcer to know "what comes when." This person puts together the logs, which are a running account of everything that goes over the airwaves throughout the day. Fuller said the logs are made up each day, approximately a week ahead of time, in case the loggers cannot come to work.
stated that the second woman (Linda Stern) divides her time between the accounting department, reception, and logging. He said the mornings are quite a bit more active for phone calls and getting the logs ready. Both women cover these areas in the morning and Stern works on accounting in the afternoon. Reimers felt these jobs have evolved with few changes. He could not remember when the changes occurred.

To keep this structure organized and staff turnover low, Reimers said the management has tried to

... make it hard for the personnel to find a better job anyplace else. It is important to keep the same people if they are good people and not have them looking for a job that pays twenty dollars or fifty dollars a week more.

He also considered it an added plus that Brookings is a nice town to live in. "Most of the people we've had would just as soon stay here unless they are exceptionally good big-city quality and they'll end up going to a lot larger market," maintains Reimers.

Grant Peterson went on to add:

Generally you have a lot of turnover in radio. For example, the Worthington radio station where I worked, in a year and a half's time, had 43 turnovers. Windom, Minnesota—tremendous turnover. KIJV in Huron, South Dakota—tremendous turnover.

Bob Reimers feels that their low turnover rate is part of the success of the station. He explained:

Radio is habit forming. People get used to the style of voices. Listening to particular announcers at certain times of the day is habit forming. If they aren't there, I believe people get to wandering around the dial and go someplace else. They get comfortable with something, they know what to expect and when to expect it and that
is what keeps a loyal audience. The weather is on at a certain time, you know that Bert is going to be kidding from eight to eight-thirty every morning. It gets to be like a member of the family. We feel we've got an on-air staff and a sales staff that's as good as there is in South Dakota.

Concerning organizational structure, Grant Peterson summarized the feelings of others that the researcher interviewed, "It's just been a good relationship. It's been like a good marriage in a sense."\[^51\]

With the exception of staff additions due to an increased workload, the organizational structure has varied little throughout the stations twenty-five year history.

**Coverage Area**

Mr. Reimers reported that the AM coverage area of sixty miles has remained the same since 1959 when they increased the power from five hundred watts to one thousand watts.\[^52\] He said a good AM car radio should be able to receive the station broadcast one hundred miles away. He felt that the station is not concerned with people that far away so they do not plan to increase the power in the future.\[^52\]

Since the addition of FM in the late 1960s, Reimers held "that side of the station has maintained a listenable signal within a forty-mile coverage area."\[^54\] (See coverage map in Appendix F.) Reimers felt they are meeting their goals by covering all of the seven county area adjacent to Brookings County with AM.\[^55\] The map also shows FM coverage in relation to AM coverage.\[^56\]
said there are certain areas, such as low spots, that make it difficult for FM to get into. He added that radio is to be concerned with the local area and that FCC licensing is based on serving the local area. Overall, the AM coverage area of sixty miles has remained the same since 1959 and the FM coverage area of forty miles has not changed since its addition in 1968.

Facilities

Buildings and Facilities

Red Stangland explained that ingenuity took the place of money at the Northwestern Bank studios throughout the early years. Whenever possible, he said, the station would acquire more sophisticated equipment. Stangland had purchased a small battery operated tape recorder, called a "Tapex," from KSOO when he left. This was one of the few of that kind in 1956. Since the storage battery could be recharged, he said they were able to do a lot of on-the-spot reports, which was quite a novelty in those days.

The station outgrew its Northwestern Bank studios, and in 1960 it was moved to the second floor of the College Theatre building. The College Theatre building has since become a bar called "Friday's." Reimers declared that the fifteen hundred square feet of area contained a main control room, a large studio for groups such as the Women's Christian Hour Choir, a small announcers studio, the main lobby, and a salesmen's office that doubled as a newsmen's office.
The College Theatre studios were rearranged many times to accommodate the station's advancements. Before FM went on the air in September of 1968, Reimers said they had to add an FM transmitter; an FM antenna, which is a series of rings side-mounted on the top edge of the AM tower; FM monitors, and an FM limited amplifier. Reimers stated that all the studio equipment stayed the same, basically because they were simulcasting in monoaural.

When the station added FM stereo in the summer of 1978, Reimers said they had to install a new stereo audio console and two stereo turntables. They made an AM studio and a recording studio out of the mono console and turntables.

When automation was added to FM in 1979, "Oofta" the computer had to be installed in the lobby. Reimers reported that "Oofta," which plays music tapes and cartridges containing information and commercials, can be programmed in twenty minutes to run for four-hour stretches, after which time new tapes and cartridges must be inserted. He said the machine did not eliminate any employees, but it did free the people working on the FM side from having to be in the station for a solid six to eight-hour stretch on the air. They can go into the studio and record or they can go back out on the street and do more selling and copywriting. Reimers stated that a newsman can go into a studio, record a five-minute newscast or sports program, stick the cartridge into the machine, and have everything taken care of without anybody having to be around to do it.
Reimers disclosed that the particular equipment they put in
was:

Sonomag Corporation Automation (SMC) which could be
called unattended automation. I had checked with a number
of other stations that had automation and listened to pre­
sentations by several different companies. Also we have
a consulting engineer who recommended this one. It was
not expensive yet far from the least expensive of the set­
ups available. Oofta cost us around $34,000. It looked
like it would do the job we wanted it to and be dependable.

Oofta gives the station better control over the music through­
out the day than was possible with live announcers. Reimers reasoned:

We've used, over the years, quite a few part-time
help, [sic] especially on the FM night-time and weekends.
We've had more than one here usually and several two-to­
three nights a week, and then you didn't get any contin­
uity of music. Each one had their own idea of what
should be on the air, and myself and the rest of the
management not being that familiar with what the younger
generation liked in music, I couldn't keep track of it
well enough. So, having a music service gave some
continuity and control to the tempo.

"All in all," declared Reimers, "it was mostly a lot of
shuffling around from one place to another to utilize all available
space until we ran out of space in the end." (Photographs of
the College Theatre studios can be found in Appendix G.)

According to Reimers, other equipment added over the years
included an Emergency Broadcast System (EBS) receiver and a
National Weather Service receiver. He said cartridge tape machines
came into use in the industry fifteen to eighteen years ago. The
station has, since their introduction, compiled nine cartridge tape
recorders, excluding the automation equipment for FM. They also
have a total of six reel-to-reel recorders. As the station closed
down remote studios, the equipment brought back was used for studio production or remote set-ups at local churches to broadcast their Sunday services. 68

Bert Getz relayed one anecdote that happened at the College Theatre studios. He said that the first summer they were in the studios, the air conditioner did not cool the control room. Throughout the years they tried many unsuccessful ways to cool the rooms. Twenty years later they found that the air conditioner had been put in backwards and had been blowing the cool air out. 69

Again the station needed larger facilities so, Reimers said, they build a combined office, studio, and transmitter building at the tower site on Twenty-second Avenue. Construction was started in the fall of 1979 and the building was closed-in before winter. They worked on it through the winter, finished up in the spring, and moved in April of 1980. The management had thought about this move for ten years but were reluctant to move away from downtown because Main Street was still held to be an important part of the town. They felt as long as they could stay downtown, the station was in the middle of the city's activities. Reimers said that finally the station badly outgrew the area they were in. Five employees used one office at one time with two desks, two telephones, and one typewriter. When they split the FM off in 1978 and added extra equipment, they had to move. Also, with Twenty-second Avenue "turning into a second main street," Reimers felt it was a logical time to put everything together in one building. He
said they utilized a two-story building, almost a home-type construc-
tion. The basement area contains four salesmen's offices, a news
office, and a lounge area with room to expand. The main level
contains offices, reception area, transmitters, studios, and a room
for "Oofa." The end result is more than twice the area available
above the College Theatre. (Photographs of the new building are
found in Appendix H.)

Transmitters

Reimers stated that the transmitters have stayed very close
to the original location through the entire twenty-five years. The
management has always owned the site on Twenty-second Avenue. When
the station added FM in the late 1960s, Reimers said they enlarged
the building to hold two transmitters. The transmitters were moved
three hundred feet from their original spot in April 1980 to the
new building.

Having all transmitters in the same building made it possible
for Reimers to check them two or three times a day. Prior to the
move in the summer of 1980, the transmitters were remotely controlled
over telephone lines. The only requirement for an engineer was to
check them once a week. Even though the downtown studios had meters
for monitoring the transmitters and the capability to raise and
lower the output over the phone lines, Reimers felt it was not as
good as actually being there. There had been times when trouble
at the station could have been avoided had the transmitters been in the next room. He added:

If something goes wrong, even an announcer who isn't that skilled or educated as an engineer, can tell when a transmitter kicks off and the lights aren't on. He can catch it quicker, get on top of it, and get it back on.

The satellite stations (see Programming) did not have transmitters as such. Reimers said the station "went two different ways on that." When the station was broadcasting from Flandreau, they had an amplifier and leased a telephone line from the Bell Telephone Company. They broadcast back to Brookings, which was better quality than doing it over a regular telephone line. The same system was used in Madison. There were several years that the station was broadcasting direct from Madison. Reimers stated that they had a studio set up with a leased line going into the building and an amplifier, so they could broadcast through the line. He did not call the arrangement a transmitter because a transmitter sends signals over the air and an amplifier supplies the telephone line with the signal. So in Madison and Flandreau they had an amplifier and leased a direct line from the telephone company.

Reimers said all the other outlying newscasts from satellite stations were strictly a telephone call. KBRK-KGKG has sophisticated equipment to process those phone calls and put them right on the air in decent quality but it was not as good quality as an amplifier and a leased line.
The station was moved from the Northwestern Bank studios in 1960 to the upper level of the College Theatre. In 1979, they again moved to new facilities on Twenty-second Avenue. New equipment, including an automated computer, was added as the need and money arose. The transmitters have stayed very close to the original location throughout twenty-five years, with very few changes made.

**Programming**

Outside of alterations in music, FM, and other areas that are of minor importance, the station programming has not changed much over the years. Mr. Reimers stated:

Our 7:30 A.M. news, sports, and weather block are basically the same. Our noon hour is the same. Throughout the day our newscasts are on the hour. We've carried State University Farm programs the same time for twenty-five years. There haven't been set times for changes, they were evolutionary. The basic framework has stayed the same over all the years. We didn't go along with one concept and then decide we're going to change our format. We have never had any wholesale changing of our basic program concept.  

(See Appendix I for July 1, 1980 log.)

**Tailoring to the Audience**

Reimers held that from the beginning, the station attempted to match programming to the audience. Red Stangland felt, however, that after he joined the station in 1956 a strong effort had been made to gear the programming to the demographics of Brookings, Kingsbury, and other nearby counties. He claimed the station's target was principally adults on the AM side, so their music was
"one hundred percent adult oriented." Reimers contended that on the FM side (discussed in greater detail in FM section), "... we have tried to appeal to the younger audience; to college and high school students at night and to the little older market (twenty to forty group) through the day."  

Stangland felt his background, like Reimers', helped tailor the station's programming to the audience:  

I'd been a speaker at many farm meetings over a period of years and I organized the state cornpicking contest in South Dakota. Being in contact year after year with farmers and city people and college, I knew my people pretty well. After rubbing elbows with these people for years you know what they're like, and what they do like. Also, my general experience at WNAX, the University of South Dakota, and KSOO helped us see the things the station needed.  

One way the station found that it could serve the community was to focus in on its needs and do a diligent job on local news coverage. This meant contacting the police, the sheriff, and the highway patrol. The coverage of local activities, such as church and club events, was one of the needs of the community. Stangland revealed that the station put on a "radiothon" to help raise money for a mental health drive and took part in a March of Dimes fund raising campaign.  

Stangland felt that the station had received excellent response from the community, thus showing that they were serving the "... needs, likes, and desires of the people in the community." He said this had always been a pitfall among stations where people
would program for their own desires, "... if they liked classical music, they played classical music."  

Besides tailoring to the demographics of the area, Stangland disclosed that the station did a lot of promoting. One station promotion offered a car as the main prize while in another a two-bedroom house was won by a young farm family. Reimers added that this promotion, which took place during the summer of 1958, was intended to get people to come into Brookings to shop at the sponsor's stores. According to Stangland, the station made a deal with Great Plains Lumber Supply of Brookings, sold advertising packages for the summer, and purchased the house with the proceeds. The night of the drawing, Reimers said they borrowed a Redi-Mix cement truck to mix up the over 200,000 entries. The mayor announced the winner to the large crowd that had gathered at the station.

Satellite Stations

Once again Mr. Stangland suggested that he applied his experience by expanding KBRK's listenership during the late 1950s with satellite stations. He had done the same for KSOO by organizing three outlying town broadcasts. He said it was a new concept for this area which enabled the radio station to serve not just the core city but also outlying communities with daily news. Bert Getz recalled:

Red [Stangland] was the one that started all these studios to draw listeners into the Brookings station, because we couldn't survive on just Brookings alone.
at that time. We had to get revenue from these outer
lying areas. It worked and we held on.

The plan behind satellite stations was to involve local people
as reporters. "People who had lived and knew the town were much
better able to tell what's going on than somebody who drove into
town and picked up little tidbits," reasoned Stangland. He said
they would report such things as the hospital news which included
who's in the hospital, who's been released, the new babies, the
deaths, and the funeral arrangements.

The first satellite stations to be set up were in Madison
and Howard. Reimers said the Madison remote station, which sent
broadcasts from 1958 to 1960, had a full-time man who broadcast two
hours a day. He explained that the studio was basically an office
with a turntable and an amplifier with a toll telephone circuit.
It was scheduled to broadcast from 8:30 to 9:30 in the morning and
1:00 to 2:00 in the afternoon over KBRK. The remote station did
everything KBRK did, which included covering local news from the
Madison area and selling advertising. Reimers held that, "it was
set up like a studio here only removed by thirty-five miles."

Mr. Reimers went on to say, "Into the Madison studio we had
a woman, Elenore Harringa, doing a local newscast out of Howard
which came over the air at KBRK. We had a remote broadcasting into
a remote."

When Madison got its own station, KJAM in 1960, Bert Getz
said KBRK, "couldn't see the percentage" of staying there when the
other station was providing full time service to that area so KBRK closed the Madison and Howard satellite stations. 93

When the Madison and Howard stations fell by the wayside, KBRK started putting out satellite stations in other towns. They were all set up and operated along the same lines. Mr. Reimers reported:

"We wanted to tie up a big area to us locally and, of course, thinking that a profit could be made on the thing, too. It opened us up to some new advertisers that we normally couldn't get otherwise just on a regular advertising basis." 94

Table 5 shows KBRK's second wave of satellite stations with beginning and closing dates: 95

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<td>SECOND GENERATION SATELLITE STATIONS</td>
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Reimers said that they eliminated the Estelline, Clear Lake, and Lake Preston satellite stations for several reasons:

"There were times when you'd have a couple of sponsors drop off and for one reason or another we couldn't get the station sponsored good enough. Also we were getting
we didn't encourage them to stay on. In fact, Estelline approached us a couple of times, to get back on with it. We just felt we couldn't clear time on a regular basis to go back up there and do it again. So it's been a matter of cutting back to help us out.

Reimers said that KBRK still receives broadcasts six days a week from Flandreau, once a week from Hendricks, Minnesota, and twice a week from Arlington. Getz added that the remotes from these locations are ten to fifteen minute live broadcasts, including commercials, over the telephone.

Out of eight satellite stations started by KBRK, three are still operating.

Community Services

The big service to the outlying communities has been during the winter months. Getz said the school superintendents in the listening area call the station about school announcements, about whether the school buses would be late or running at all, if school will convene late or not at all. The superintendents start calling at 6:00 in the morning so the message can get on the air before the kids walk out to meet the bus at 7:00 or 7:30. Reimers recalled that this practice was started the first year of station operation and has continued in the same form throughout its twenty-five years.

While growing up on a farm near Toronto, South Dakota, the researcher also relied on this service. During breakfast, the family would have the radio tuned to KBRK for the school
announcements. This writer remembers well those moments when the announcer would say, "No school in Clear Lake today. The buses are not running." School announcements broadcast by KBRK is a service appreciated by many.

Stangland said the use of radio for obituaries, a practice also started in the beginning of KBRK's operation, was a new concept to this area. Reimers added that the station included obituaries in its newscasts until the late 1970s. "Then," recalled Reimers:

... it got so a lot of the days there were too many obituaries that we couldn't get to the hard news and regular news. Then we decided to set up a separate daily program called "Chapel Notes" which was a report on the funerals and visitations in the area. We've always carried that as a public service.

Up until KBRK came to Brookings, Stangland felt the newspapers were the only medium distributing obituaries to the people. He said most of the surrounding towns had only a weekly paper and Brookings had only a bi-weekly paper. Stangland sensed this would put KBRK in a position to give fuller service to people through daily obituary reports. He added:

Let's say John Jones died in Arlington on Thursday and the newspaper came the same day. They would have missed it and he would have been in the ground about three or four days by the time the next paper came out. So this filled a need and as a result, this type of broadcast was very popular.

Mr. Peterson said the station prides itself on being the "WCCO of South Dakota" in the sense that they are very personal in visiting with each other over the airwaves. He stated that they also sing "Happy Birthday" to anybody, no matter if it is a kid in Aurora
or a lady in a rest home having her eightieth birthday. The fifty thousand watt WCCO in Minneapolis does the same thing. Jim Nelson added, "Howard Viken, of WCCO, would sing 'Good Morning' on his early shift. He would have listeners sing with him. When he went up the ladder to the eleven o'clock shift, Roger Erickson continued with it."  

Informal Conversation

Mr. Stangland, who came to KBRK in 1956, claimed that another one of his pioneering feats was the introduction of informal broadcasting during a time when radio was very formal. He felt radio was very "cut and dried" with no nonsense talk, no joking, no personal observations. Stangland felt that when he came to KBRK he found their programs were "stiff." He said a show would start out with, "The following program is brought to you by . . ." and [the announcer would] present several selections of piano music and that's all it would be." Stangland recalled, "Wayne Pritchard of KSOO had been doing it [informal broadcasting] for a short time before KBRK opened. But we kicked it off when I came to KBRK."  

Red Stangland revealed that he had been influenced by "the likes of Arthur Godfrey" who started to "loosen up" radio. After Stangland's introduction of informal radio, the staff of KBRK started telling jokes on the air and playing comedy records, such as those by Andy Griffith. He said they wanted people to listen not only for news content but also for something lighthearted. Stangland felt,
"People enjoy something more than just the time, the temperature, and the news."  

Stangland said Bert Getz was pretty new to radio yet when this was taking place, so he did not know how far he could go with informal conversation. To help him, Stangland said he would go on the air with Getz to talk back and forth and to crack jokes with the Madison studio. He said Getz caught on immediately and became the master of the joke technique: 

He was a whirlwind with it. And really, what made the image of KBRK as an interesting station to listen to was Bert Getz. He was KBRK and still is. He was able to work in this atmosphere of free-wheeling talk. He talked about his wife; he talked about his kids; he talked about the rest of the people at the station, a lot of joking, a lot of kidding. He was always needling Gene Platek. One of the more memorable things I remember he said, "Gene, meet me down by the shark tank at 3:30, if I'm not there, jump in without me." Then he'd describe his wife as being a perfect 38: "38-38-38." Now see, people couldn't hear this kind of batter anywhere else so they'd tune in the station for fear they'd miss something kind of funny. 

Getz called Stangland his "mentor," and claims to strictly adhere to his philosophy: 

Be yourself. Have fun. I try to be myself . . . and . . . tell jokes. They're not all original. If they had to be original, I would have been gone from here a fourth time. I like to make fun of some of my co-workers. We are not family, but we work together. We are not strangers. Everybody seems to get along and if we don't get along, we get even. I don't think anyone wants to listen to a sourpuss or somebody just playing it straight. I like to ad lib a bit and take liberty with the commercials. The sponsors don't mind if I kick it around a bit, maybe spoof them, perhaps not the product but the sponsor. I pretend I am talking to one person--to that one homemaker who might be at home or that one guy in that car. You don't have to preach to anyone,
you don't have to orate. Just talk and try not to make a big deal out of it.

At times it appears that informal conversation created minor problems for the station. Getz said his jokes don't always go over well. One person from the local school system wrote a letter to the station on September 6, 1974, in response to his kidding around with the school menu. Getz described the situation:

During the school year, we always read the school menu so the kids can decide if they want to eat there or not. On occasion I would make fun of the food, and I would like to say that I know the cooks work hard in the kitchen. It is not easy making food for three hundred, four hundred, or six hundred people in these schools, but I get a little smart and then drift back into it again. If they would have Polish sausage, I would say, "These kids are going to school, they want brain food, not Polish sausage." They [the cooks] didn't endear me I suppose.

Even with Getz' "occasional mistakes," Stangland held that the general feeling is that his personality has been focused on making an interesting and meaningful radio station that can serve the community. In return, Getz has been graced with his own following in the listening area. Thus, with the help of Red Stangland, KBRK's presentation became more informal.

Remotes

Another big part of the station's programming was the broadcasting of live events or "remotes." These remotes, according to Grant Peterson, brought the station a large listenership and advertising. They were started in the early years of the station (1957) and ran until 1976.
They would broadcast live half-hour, one-hour, and two-hour coverage of such events as the Lake Norden Crop Show, the Arlington Town and Country Days, or the Toronto Farm Show. Peterson remarked that they would go to a grand opening of a store, keep the microphone open for an hour and ask, "What do you think?".

Getz remembers one remote at Arlington that typifies the saying, "anything can happen in radio:"

I was interviewing people who were at the Kingsbrook Crop Show. I get up to this fellow and asked him his name. It was... something... Kjellsen. I didn't catch his first name. "Are you any relation to Carl Kjellsen?" He said, "That is my brother." Then I said something stupid, "Well, you've got the same father." I just wanted to continue the conversation. He said, "As far as we know." What could I say? He was probably seventy at the time; nobody is older than Carl, and he says, "As far as we know."

Peterson said the station does not do the long remotes anymore because, in 1976, the FCC adopted regulations against them. A one-hour remote would now be considered as one hour of commercial time. Stations are allowed only eighteen commercial minutes per hour. The station still does remotes, but they are only one-half minute to two minutes duration.

Reimers reported that the FCC ruling came about the same time the station decided to stop doing remotes because they were "getting so busy on this end that we had trouble finding and clearing time to handle them."

Getz described a remote that took place in the summer of 1980 at the Pamida Discount Store in Brookings as an example of how they are now handled:
We were over the air twenty-five to thirty times from 9:00 A.M. till 4:00 P.M. with just brief observations of what's happening out there. These remotes are where you go out to the people and they can see the announcers they listen to. They like that. You disappoint them when they see you. I did the remotes from the inside of a four-foot-high wall made up of one thousand cases of quart-size bottles of pop, and I was to stay there till they were all sold.\[117\]

The researcher remembers when Bert Getz set up his remote booth at the Toronto Farm Show. People either would be crowding around the booth to watch the spectacle or listening to Getz' interviews on their portable radios. Getz' broadcasting table seemed so tall. This writer got too close to it and Getz said, in his W. C. Field's voice, "Get away, little boy, you bother me!"

In summary, KBRK broadcast long live remotes from other towns until a combination of an FCC ruling and the station's desire to continue other programming eliminated the remotes.

Sports

Stangland commented that sports coverage has been big from the beginning for the station. He said they would "Broadcast the details of the parades and the Hobo Day games plus all the other games that they could cover."\[118\]

Reimers established that in the early days up to 1968--when the station started FM--they did not broadcast after dark, so they couldn't carry high school or college basketball live since that was the time most games were played. They did carry day games and would broadcast them to a network of stations around the state. With
nighttime FM added in 1968, KBRK started carrying sports events live.  

Peterson declared that up to about one and one-half years ago the station did not have a full-time sports announcer. Therefore he and Reimers "did all the games," which came to about sixty a year. At the terminal date of this research, Tom Maxwell was the full-time sportscaster.

Sports coverage has been an important part of the station's programming the entire twenty-five years.

Information Coverage

To improve information coverage services, newsmen, and equipment were added as the need and money arose. Reimers could not remember when each item was added but did note that a lot of them became available within the past few years.

The station started with the Associated Press Teletype Circuit (AP). Reimers explained that "it is the one everyone is familiar with." AP sends the news to stations and newspapers over a dedicated telephone line to a printing machine. He described it as being "like a typewriter, with a large volume of paper, attached to a telephone line." Reimers stated that around 1976 the station added the Associated Press Audio Network. This audio network, started by AP, feeds newscasts over telephone lines to affiliates. In addition to coming in on the printed teletype circuit, Reimers reported that the station could then broadcast, "in addition to actual newscasts, presidential news conferences, and election returns, quite a few
actualities, particularly in the sports field." (Actualities are the voices of the newsmakers instead of station personnel, a newsman, or a reporter reading a story.) Reimers felt this also gave the station more voices on the air. He said that it is a flexible source of information in the sense that they can use it if they want, bypass it altogether, or pick out particular things to be inserted later into an announcer's radio program. All the announcer has to do is have his recorder going throughout the day and sort through it later. If something of national importance comes on, a presidential address or any news of exceptional immediacy, the network always has it. Reimers added, "We can get President Carter to speak instead of our people reading it off the wire." By the middle of 1979, the station had built itself up to two full-time newsmen who covered the local news.

The station has other means of information coverage that they have acquired over the years. Reimers said they make a call twice a day to the Sioux Falls Stockyards for livestock market reports. The station began broadcasting these in 1978.

The station has been taking the Minneapolis grain reports from the Associated Press Wire, according to Reimers, "for a long time." (See future plans.)

The station calls daily for the legislative reports from Pierre during the state legislative session. Reimers stated that it was during the 1979 session that the South Dakota Chamber of Commerce made this program available.
KBRK has used the News Bureau releases from South Dakota State University since 1955. The News Bureau mails the information to all the stations in the state. Reimers added:

...We found out that we could get them quicker by going to the News Bureau personally and pick them up. This way we could get them on the air quicker. We've been picking them up since 1967 when Gip Nolan started with us."

The station has also, according to Reimers, been broadcasting farm programs received daily from the state extension service since 1955. Reimers said that their own newsmen do a lot of follow up work by telephone for a more complete story.

KBRK-KGKG started using a public affairs program from California at about the same time they divided AM and FM (1978). Reimers stated that this public affairs group puts together one minute national public affairs programs and the station carries them four times daily on AM and FM.

Once or twice a day during the winter, the station calls the state transportation department for road condition reports. Reimers said the road report has been available as a service of the South Dakota Broadcasters Association since 1976.

Reimers said the station has had a weather receiver tuned to the South Dakota National Weather Station since they moved to their new facilities on Twenty-second Avenue. The station gives hourly updated weather information plus an alarm if there is severe weather imminent. He added that this service has not been available very long. In fact, the weather station was placed in Sioux Falls in 1979.
The station has had an Emergency Broadcast System (EBS) of one kind or another since the station started in 1955. Reimers recalled that it used to be called Conelrad and that the government kept changing the equipment and procedures throughout the years. Chester et al., the writers of *Television and Radio*, explained that Conelrad (CONtrol of ELectromagnetic RADiation) is a system devised by the FCC for making use of radio and television during a national emergency. Chester et al. said that, under the Conelrad system, all radio stations were to go silent during emergencies, except for a few at 640 or 1240 on the dial. The EBS system includes all communication services regulated by the FCC. If an emergency would arise, authorized stations would cease all commercial activity and would broadcast common programs at the national, state, and local levels. Unauthorized stations would shut down until the emergency ended.

KBRK sought to improve their information coverage. The station has added services, newsmen, and equipment as the need arose and the finances became available.

**FM**

The addition of FM was a definite change in the station's programming. KBRK began in 1955 as a five hundred watt AM daytime station. Reimers declared that five years later the power was boosted to one thousand watts. In 1968, FM (See Facilities for more information.) was added to the operation. This three thousand watt
full-time addition gave the station nighttime local coverage and operation. Because the AM was a daytime operation, a FCC requirement of sign off at the average local sunset time for the month meant the station was cut out of all local sports. FM provided the opportunity to continue operating all night if they wanted. All the while the station was simulcasting through the day, whatever was on the AM also went out over the FM. Reimers said, "It didn't matter which station you listened to during the daytime, the same program came out of both of them." 137

Reimers went on to explain that FM broadcasting is of better quality than AM:

Your FM inherently, just the electronics of it, is better quality. The frequency spectrum they use has to be and is relatively flat from thirty hertz per second to fifteen thousand hertz per second. AM by the very nature of it doesn't have as broad a frequency response. They go up to 7500 hertz per second. FM is not bothered by man-made interference. If you get it, chances are you're going to get it static free and clear where AM transformers—lightning and electrical storms, and what have you, tend to bother it. FM, electronically, is a better way to go for quality.

At this time (1978), KBRK set its aim at the high school-college level with nighttime sports coverage on FM, and by adding rock music to the program schedule. Peterson described the situation:

Bob [Reimers] and I sat down and talked, "Here sits the college with around five thousand students. Why not give them the rock and roll music they want." So we started with four hours of rock at night from eight to midnight. The show was called, appropriately enough, "Four Hours of Rock." And we really were one of the first radio stations in the area on FM to do rock. I
bet we were one of the first FM stations to get in the black.\footnote{139}

Reimers stated that simulcasting daytime with a rock music format at night continued until 1978, at which time the station split the AM and FM programming. He said AM was still programmed for the adult audience, but FM became entirely youth-oriented.\footnote{140}

At this point the call letters, KBRK-FM were changed to KGKG-FM. Reimers said that when the station was going to split the programming they thought it advisable to give the FM side a different image by changing its call sign. He could not think of any particular reason for picking the letters KGKG.\footnote{141} Stereo was also added to FM in 1978. Reimers reasoned, "I'm not sure why we had never gone stereo on FM before, other than that we had to purchase a lot of new audio equipment."\footnote{142}

Another addition, which came to FM in 1979, was "Oofa" the computer. Reimers remarked that Oofa, so named by Grant Peterson, the "Good Norwegian," is a machine that can be programmed to play any combination of music tapes, which are provided by a music service, and cartridges, which contain commercials and information.\footnote{143} (For a photograph of the computer, see Appendix H.) (See Facilities for more information on Oofa.)

Radio Arts was employed as the supplier of the music tapes for Oofa. Remiers discussed his reasoning:

You get brochures of information from different companies—what they offer, what kind of music they have available, what their service is, the quality of their product and prices enters in, too. So many of the companies not only want to supply you with the music,
they want to tell you how to run it. They do surveys plus other stuff. We basically wanted the music, the good music and the kind of music we wanted; that's why we went with Radio Arts.

Reimers said that the music tape service, which was purchased from Radio Arts, is called "Adult Contemporary." The station elected to go with an easy rock format which was aimed at the twenty-one to thirty-nine age group. This format was "softer" than the station had hoped for, but it worked well for the daytime programming. Many stores and shops used it as background music. Reimers remarked that their two-year subscription ended in mid-summer of 1980, so along with the new subscription period, they added a library of "harder, up-tempo rock music," called the "Great American Rock Show," for nighttime programming.

In efforts to keep up with the latest music, Reimers said the music service sends out a current tape every week. They send out a recurrent tape every three weeks, which consists of music that has just gone of the charts (a list of the forty most popular songs for that week), and once a month they "update the oldies." Since the tapes become the property of the station, they are often used again in combination with new tapes, thus giving a wider range of music. Besides music tapes, Oofa plays cartridges which contain information ranging from commercials to sports programs to public service announcements.

According to the FCC application for license renewal, a radio station must describe, in percentages, both the proposed program
format and the program format during the past twelve months. The example in Table 6, applied for on November 27, 1979, shows KBRK and KGKG's percentages.148

**TABLE 6**

PERCENTAGES OF PROPOSED AND PERFORMED PROGRAMMING

<table>
<thead>
<tr>
<th></th>
<th>Proposed</th>
<th>Previous 12 month program period</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM music</td>
<td>87.5%</td>
<td>84%</td>
</tr>
<tr>
<td>FM news, public affairs, &amp; all others</td>
<td>12.5%</td>
<td>16%</td>
</tr>
<tr>
<td>AM music</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>AM news, public affairs, &amp; all others</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

In the LaVonne Fuller interview, it was discovered that the station's record library contains more than eight thousand 45s149 and thousands of LPs.150,151 For more detailed information on programming, see Appendix J which includes copies of KBRK-AM and KGKG-FM applications for renewal of license.

**Programming Success**

Bob Reimers felt that the station has tried to program to all people as much as possible and that audience surveys have borne out the success of the attempt.152 He indicated that KBRK used surveys from the very beginning:

We'd hire a couple of gals to make phone calls, not identify themselves, but ask questions to see if we were programming right, see where we were short and what we should be working on.153
Reimers held that the station had subscribed to only three or four professional surveys over the twenty-five year period. He said that, according to Arbitron’s latest book, KBRK-KGKG holds eighty-five percent to ninety-two percent of the total audience in Brookings County. He felt that although the AM percentage dropped a bit when AM and FM split, FM picked up the rest and the total still comes out close to ninety percent. According to Broadcasting in America, Arbitron is one of the two major commercial ratings research firms. Arbitron, Incorporated, which is located in Beltsville, Maryland, publishes its findings twice a year. The other research firm is Nielson Rating Service which is noted for its television ratings.

In addition to the station paying for surveys and doing their own, advertisers have made their own inquiries. East River Electric, made up of such companies as Sioux Valley Electric and Kingsbury Electric, conducted a survey of thousands of people. Even though the survey was taken in 1965, Grant Peterson held that the people at the station still consider it one of the best. The survey covered an area from Pierre, South Dakota, down into Nebraska, over into Minnesota, and up into North Dakota. Peterson said that out of all the stations in the survey area, WNAX in Yankton ranked number one, with KBRK sitting in the number two position. He mentioned that it wasn’t that they were strong over the whole five or six state area, but by showing up very strong in about a four and
one-half or five county area, they positioned high in the survey. A copy of the survey is in Appendix K.

Peterson recalled that the Doane Agricultural Company made a survey in 1977 that covered the whole Midwest. The survey, which included stations up to fifty thousand watts, was broken down by states. Reimers added:

The station captured eleven percent of the whole state. Of course we cover just a small portion of the state. What I take that to mean is that we look awful good in our basic five county area. We have the bulk of the farmers listening to come up with those kinds of figures on a statewide basis.

Mr Peterson said that in 1964 the Federal Land Bank of Omaha also made their own survey and learned that in a fifty-mile radius of Brookings, three out of every four farmers listened to this station. They convinced themselves to use KBRK-KGKG for advertising.

In 1977 the Brookings Mall ran a week-long promotion, gave away prizes, and took a survey to determine, according to Reimers—

Where the best place to spend their advertising money was. People would register for prizes and then give their listener preference for radio station. We came up with a whopping big percentage of the listening audience of the people who came into Brookings or the mall to shop. This is the kind of thing I've always said, that we're more interested in word of mouth and actual results and people than paying for a commercial survey. We can show that we had nothing to do with it; it was something the mall did; and these are the results.

The Brookings Mall Survey can be found in Appendix L.

Grant Peterson expressed his opinion on listenership, "I don't care whether it's the surveys by Doane Agriculture, East River
Electric, Arbitron, Hooper, 'Looper,' or whatever it happens to be, we continue to show up consistently strong. 

In general, Mr. Reimers felt:

With AM, we try to be all things to all people, which is impossible, but you try as much as you can. The edict of the FCC is that of community service (public service). That's why a person spends money to get a good news service, to hire good news people, to make phone calls, and get information. And along with it, it is strictly a commercial business venture. It is privately owned. You're in it to make a living, hopefully to make a good living. But radio is a little different business in that with the federal license required you are obligated to do a certain amount of community service. You attempt to do all of the things that are good for the community in that if you do those right it'll show up in the dollar side of the ledger.

Grant Peterson found out how difficult it is to program for everyone:

Three of us were going to the old Pheasant Cafe. As soon as we got in the car, one of the two says, "I'm so tired of country music. I turn on your station and that's all I hear you play anymore. If you'd get some good music on there, like big band music, boy would that pep up your station." So we get in and sit down at the booth and the waitress said to me, "Grant, you know, I'm tired of hearing long-haired music on your station. You never play any country music anymore."

KBRK-KGKG's programming has had very few changes in its twenty-five year history. The evolutionary updating of personnel, equipment, and services, and the introduction of FM came about when the necessity and money arose.

Advertising

If the following section on advertising sounds more philosophical than historical, it is because as Reimers said:
... it's hard to be other than philosophical about the thing. The only source of income that we have is advertising. We don't, like a newspaper, get an income from circulation, we don't get paid public notices. We're not a legal entity for the city or the school district or the county to carry notices of public interest which are all paid for. We're strictly a radio station surviving strictly on advertising. So you just start out with the idea that hopefully you can carry enough programming and acquire enough listenership that you can go to local businesses and sell advertising. The more you can sell, up to a point, the better off you are.

Reimers felt that the advertising area, as in the programming area, has hardly changed since the station's beginning. He said the rates have increased periodically. Since the programming has not changed much, ads are sold basically the same way.

Reimers disclosed that the station does not use surveys to "sell the station to potential advertiser." The surveys were used by the station to find out if they are programming to their listening audience. He felt they worked more on the basis of results:

You go back to these people time and again. I guess a lot of stations use surveys and it seems like it turns out an awful lot if you participate in a survey or pay for a survey it comes out that you look awful good in it [sic]. But I think sometimes they tend to be slanted. We haven't really been too concerned about surveys. That may change with another station coming in the market in the near future. We may take a different look at that. We haven't felt its been that important in the past. Selling, we like to go more on the basis of what Joe Blow down the street does. Word of mouth, the fact that we can do the job of moving merchandise. That's the main selling point.

Jim Nelson stated that Arbitron also lays out what they have found to be the best times for advertisers to put their spots on the radio. Arbitron says the best times are early morning, from six
o'clock to nine o'clock; 11:00 A.M. to 1:00 P.M.; and 4:00 P.M. to
7:00 P.M. Advertisers will look for these time slots. Nelson feels,
however, that they do not apply to KBRK-KGKG's listening audience:
"I think Grant will back me up, there is no bad time in this
market."167

The station's advertising department has not always been so
fortunate as to have a survey speak for them. Through a good portion
of the 1960s, Peterson said that during Christmas, they would take
their "hefty" Crown recorder to area high schools and record their
choirs. He said they then would get sponsorship from banks, or three
to four people in town at twenty dollars apiece, for a total of eighty
dollars to one hundred dollars per program.168 Mr. Peterson felt
that sponsorship is important to both the town and the station. The
station gets money to operate with and the town solidifies itself
and with the station.169 Sponsoring basketball is one way of
uniting the town. Grant Peterson goes on to say, "I don't care
whether the home team is a lousy team or a good team, the local
businessmen, particularly in a small town, are very eager to support
their teams and have it broadcast over the air."170

As for the radio obituaries (discussed earlier), Red Stangland
felt that not only did they give the station a chance to serve the
community, but they provided the business community with the
opportunity to get their name out in a broader area by tying in with
that news.171
Grant Peterson said that the cost of advertising on KBRK-KGKG has risen only two and one-half times its original cost in twenty-five years. A thirty-second spot costing one dollar in the beginning, 1955, is now, in 1980, $3.10 for the same quantity. The one-minute spot was $2.50 and is now $4.60 for the two thousand times per year rate. He said FM prices have never changed because that side of the station has not been selling advertising by itself for that long.172

The latest rate card for FM, effective June 1, 1979, shows the 2000 times per year rate for a thirty-second commercial is $2.50 and $3.70 for one minute of air time.173 (Appendix M contains a copy of the latest rate card.) By comparison, WCCO gets four hundred dollars to eight hundred dollars per minute. Grant Peterson stated that:

Granted, WCCO covers a larger area, we're probably the best advertising buy anybody could get. We should be considerably higher than we are. Through the evolution of the station the business has grown tremendously but the rates haven't kept up with the times. Sometimes my theory is we should be about three times as high as we are and cut back on the number of sponsors. The income would probably be more than it is right now with a lot less congestion on the air.

But on the other hand it is very good to stick with the station's theory, "stay busy and maintain a good rapport with the customers." I think the new theory of radio is going to backfire and hurt radio down the road, and this is where so many salesmen are taking their training now. You're selling dollars, not advertising. You've got to do that, too, to make a living, but still, our emphasis has always been what you can do for a sponsor; to bring customers in his door and see him get results.174

Peterson concluded:

You have a tendency to compete with the figures when you're involved in sales. You've got to have a successful
operation, for sure. The radio station is worth three-quarters of a million dollars and the owners have got to have a legitimate return on that money. Otherwise they might as well sell it out and put the money at nine to ten percent interest.  

As the KBRK-KGKG rate card in Appendix M shows, advertising on FM costs less than on AM. Nelson said it goes back to the theory that fewer people listen to FM. When FM first came out, people would not buy time on it, but times have changed (see Future Plans). Nelson felt that the large quantity of advertising cartridges that fill Oofta's carousel is proof the theory is no longer valid. The station had to buy an extra carousel to hold added advertising after only three months of operation.

The management has taken a different approach to running a station than some of the other area stations have. Reimers explained that they have tried to stay local in their advertising. They have found out that over the years, trying to sell forty to fifty miles away does not pay. He said that by the time expenses are figured out and the time devoted to it, what is left over is not worth the effort.

Reimers added that they do not solicit out of town, but if somebody wants to buy advertising they will sell it to them. He declared that total income from regional and out-of-state advertisers is ten to fifteen percent of their total income, with the rest being local. Reimers went on to explain:

As Brookings grew and we got busier here, we consider that our primary coverage area is the Brookings area, with a little bit of the surrounding towns, we felt we could keep busy enough and keep full enough on the air
by staying local. We felt if we really did a good job in our backyard, we'd have all the business we could handle. It was a gradual reduction that finally turned into a station policy of not going out beyond the Brookings area.

Reimers stated that Brookings is a good retail town that is growing all the time, which gives them all the advertising they can handle. The station has had quite a few sponsors that have been with them for fifteen, twenty, and up to the full twenty-five years. He expanded:

You can't really call them a sponsor, but the First Lutheran Church, before we even went on the air, contracted to broadcast their Sunday morning service. So they've been on with us all that while; Quail's Clothing, Kendall's Drug, Northwestern Bank, and Savings and Loan have been steady with us all twenty-five years.

Reimers maintained that:

We feel our bread and butter is from Brookings and the surrounding towns and we are going to stay with them for the most part. As an example, I can't see going to Watertown and selling their Ford dealer a whole bunch of spots when we've got a Ford dealer here in town that is a good advertiser with us. We won't refuse if the dealer wants to get hold of us. We'll sell to him but we don't push them.

Reimers not only feels a permanent announcing staff has always made for habit-forming radio, but that permanent salesmen have made for habit-forming advertising. Businesses do not have to deal with different individuals every couple of months. A salesman gets to know the account, know what he is trying to do, and how he likes to do it. 182

On a national scale, Reimers explained that Brookings would be classified as a small market by the large advertisers. He said
market surveys take into account both the audience and the total population in a station's coverage area. Small-market Brookings and its county have twenty-three thousand to twenty-four thousand people, as opposed to major-market Minneapolis-St. Paul which has several million people.\(^{183}\)

The station does get a certain amount of national advertising, but not nearly as much as if it were in the top one hundred market. Reimers said the top one hundred market is connected more with the top television markets, but is used in radio also. They are the most populated cities or areas of influence in the country. When a national advertising agency works out an advertising budget with an account, they decide whether they are going to buy advertising in the top fifty markets or the top one hundred. Basically, the agencies are looking at the top one hundred population centers, and this is where most of the national advertising time is bought.\(^{184}\) If a station happens to be the one hundred first, it may have lost eighty percent of its potential income. Reimers gave one example of what some stations do to acquire enough population to qualify:

KELO-TV used their heads, around 1978, and put out two satellite stations, one in the Watertown-Aberdeen area and one in Pierre. They programmed the same thing over all three of them to be able to claim a large enough audience to get within the top one hundred television markets in the country which they never could have done in Sioux Falls alone.\(^{185}\)

Grant Peterson summarized the station's advertising philosophy by saying, "If you've got the listeners to all this stuff and your
sponsor has a good message, you'll get results. The whole under­
lying fact is to do a good job for that sponsor." 186

Overall, the station's advertising program has varied little 
since it began in 1955.

Finances

Throughout its twenty-five year history, the station has been 
able to maintain a level of financial stability high enough to enlarge 
its operations. Reimers alleged that any expansions that have been 
made over the years have been paid for out of the operating income 
of the station. The money borrowed to start the station was a good 
investment. The initial investment of $24,000 has multiplied to a 
value of three-quarters of a million dollars. When the operating 
income would allow, more equipment, more staff, more services, and 
moves to better locations were made possible. KBRK-KGKG did get a 
loan, in the fall of 1979, for $80,000 to cover the new building. 
Reimers said, "This situation was a little unusual and we needed 
a tax break." 187

The Application for Commercial Building Permit, filed in 
the Brookings County Engineering Office on September 18, 1979, 
broke down the building costs as Table 5 shows.

Reimers said the difference between the $80,000 loan and the 
engineering office estimate of $65,000 is that what is filed with 
the city is just the cost of constructing the building. "There's 
more to it: landscaping, sidewalks, driveway, carpeting, sewer and
TABLE 7
BUILDING COSTS

<table>
<thead>
<tr>
<th>Material</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic building</td>
<td>$52,500</td>
</tr>
<tr>
<td>Heat-air conditioning</td>
<td>4,970</td>
</tr>
<tr>
<td>Plumbing</td>
<td>2,900</td>
</tr>
<tr>
<td>Electrical including city fees</td>
<td>4,500</td>
</tr>
</tbody>
</table>

water lines for example. The difference lies in what is taxable and what isn't."189

Reimers preferred not discussing the finances of the station beyond what has been stated here.

In summary, Reimers asserted, "I'd rather pay more, get the minimum we need to get everything and be able to do better by what we do have, both in people and equipment."190 It is obvious that the operation has been a financial success.

Future Plans

All of the following plans have been made by Bob Reimers and were to occur after July 31, 1980. Plans are being made to acquire a license to broadcast full-time on AM. This would allow the station to cover more sports and broadcast to two audiences both day and night. The people operating the FM at night could run the AM at the same time, thanks to Oofta.191
An increase in the height of the tower, particularly for FM, is being considered. The FM supposedly should reach about forty miles, but Reimers does not feel they get that far solidly. He said they are only "at 175 feet" with the present tower. It could conceivably be raised to three hundred feet. This increase in tower height would assure a solid forty-mile coverage area. 192

The management thought that the only new proposal for Oofta would be the addition of another carousel, "This would give us more needed spot capability since we're getting awful busy here at certain times." 193

The advertising rates will be increased, for the sixth time in twenty-five years, around the latter half of 1980. This will bring FM and AM rates closer together. 194

Expansion of the number of information coverage services could occur in the winter of 1980. The station may change from acquiring grain reports from the AP to calling the Minneapolis Grain Exchange for direct reports. They plan to receive a weekly market report, from the extension service, on the trends of the grain and livestock markets. Finally, they would like to schedule winter road reports from the American Automobile Association. 195

Summary

From the beginnings of the station to the present day, thirty-eight full-time and fifty part-time people have been employed at different intervals.
The organizational structure has been relatively constant throughout the station's twenty-five year history. The only exception is an increase in staff due to an increased workload. The structure is not very rigid, with considerable personal freedom and informality.

The AM coverage area of sixty miles has not changed since 1959. The FM coverage area of forty miles has not changed since its addition in 1968.

The station has moved twice over the years: from the Northwestern Bank studios in 1960 to the College Theatre, and again in 1979 to a new facility on Twenty-second Avenue. New equipment was added as the money and need originated. The transmitters have moved three hundred feet in twenty-five years, and very few other changes have been made.

Outside of changes in the music, FM, and other minor areas of importance, programming has not been altered over the years. The station has always tried to tailor its programming to its audience. For a time, satellite stations were set up in eight towns to better cover area news and generate profits.

The station has tried to be of service to the community by announcing winter school closing, broadcasting obituaries, and maintaining a personal relationship with the audience.

The station was one of the first in its area to introduce informal broadcasting during a time when radio was very formal. The nonstop broadcasting of live events began in 1957 and ended in 1976.
Sports coverage maintained a high level of importance. To improve its information coverage, the station added services, newsmen, and equipment.

FM monaural was added in 1968 and changed to stereo in 1978. Automation was added at about the same time.

Surveys have proved that the station programs to the majority of the reachable population in the coverage area. The advertising plan has changed very little over the years. Rates have increased five times. The station has maintained sufficient financial stability to pay for expansions out of the operating income.
ENDNOTES

1 Robert Reimers, telephone interview from Sioux Falls, South Dakota, to Brookings, South Dakota, 10 December 1980.

2 Robert Reimers, telephone interview from Sioux Falls, South Dakota, to Brookings, South Dakota, 9 December 1980.

3 Ibid.


5 Ibid.

6 Ibid.

7 Ibid.

8 Ibid.

9 Robert Reimers, telephone interview from Sioux Falls, South Dakota, to Brookings, South Dakota, 4 November 1980.

10 Eider Stangland, telephone interview, Sioux Falls, South Dakota, 29 September 1980.

11 Ibid.

12 Reimers interview, 10 December 1980.

13 Stangland interview, 29 September 1980.

14 Ibid.

15 Reimers interview, 10 December 1980.

16 Ibid.

17 Ibid.

18 Grant Peterson, telephone interview from Sioux Falls, South Dakota, to Brookings, South Dakota, 10 December 1980.

19 Reimers interview, 10 December 1980.
Grant Peterson, interview held at radio station KBRK-KGKG, Brookings, South Dakota, 7 August 1980.

Peterson interview, 10 December 1980.

LaVonne Fuller, interview held at radio station KBRK-KGKG, Brookings, South Dakota, 15 August 1980.

Ibid.

Ibid.

Reimers interview, 10 December 1980.

Wilfrid Nolan, interview held at radio station KBRK-KGKG, Brookings, South Dakota, 6 August 1980.

Ibid.

Reimers interview, 10 December 1980.

Nolan interview, 6 August 1980.

Reimers interview, 10 December 1980.

Reimers interview, 4 November 1980.

Gene Platek compiled the list of employees from financial records, 16 December 1980.


Robert Reimers, telephone interview from Sioux Falls, South Dakota, to Brookings, South Dakota, 14 February 1981.

Ibid.

Ibid.

Ibid.

Ibid.

Reimers interview, 31 July 1980.

Peterson interview, 10 December 1980.

Ibid.
42 Reimers interview, 31 July 1980.
43 Reimers interview, 14 February 1981.
44 Ibid.
45 Fuller interview, 15 August 1980.
46 Reimers interview, 14 February 1981.
47 Ibid.
48 Ibid.
49 Peterson interview, 7 August 1980.
50 Reimers interview, 31 July 1980.
51 Peterson interview, 7 August 1980.
52 Reimers interview, 4 November 1980.
54 Ibid.
55 Reimers interview, 14 February 1981.
56 Artists rendition of KBRK AM and FM coverage area (n.p., n.d.).
57 Reimers interview, 14 February 1981.
58 Stangland interview, 29 September 1980.
59 Reimers interview, 4 November 1980.
60 Ibid.
61 Ibid.
62 Ibid.
63 Reimers interview, 31 July 1980.
64 Robert Reimers, telephone interview from Sioux Falls, South Dakota, to Brookings, South Dakota, 11 December 1980.
65 Reimers interview, 31 July 1980.
66 Reimers interview, 4 November 1980.
67 Ibid.
68 Reimers interview, 10 December 1980.
69 Bert Getz, interview held at station KBRK-KGKG, Brookings, South Dakota, 6 August 1980.
70 Reimers interview, 31 July 1980.
71 Reimers interview, 14 February 1981.
72 Reimers interview, 31 July 1980.
73 Reimers interview, 14 February 1981.
74 Ibid.
75 Reimers interview, 10 December 1980.
77 Stangland interview, 29 September 1980.
78 Reimers interview, 10 December 1980.
79 Stangland interview, 29 September 1980.
80 Ibid.
81 Ibid.
82 Ibid.
83 Ibid.
84 Reimers interview, 10 December 1980.
85 Stangland interview, 29 September 1980.
86 Reimers interview, 10 December 1980.
87 Getz interview, 6 August 1980.
88 Stangland interview, 29 September 1980.
89 Ibid.
90 Reimers interview, 4 November 1980.
91 Reimers interview, 10 December 1980.
92 Reimers interview, 4 November 1980.
93 Getz interview, 6 August 1980.
94 Reimers interview, 14 February 1981.
95 Ibid.
96 Reimers interview, 10 December 1980.
97 Reimers interview, 4 November 1980.
98 Getz interview, 6 August 1980.
99 Ibid.
100 Reimers interview, 10 December 1980.
101 Stangland interview, 29 September 1980.
102 Reimers interview, 10 December 1980.
103 Stangland interview, 29 September 1980.
104 Peterson interview, 7 August 1980.
106 Stangland interview, 29 September 1980.
107 Ibid.
108 Ibid.
109 Ibid.
110 Getz interview, 6 August 1980.
111 Ibid.
112 Stangland interview, 29 September 1980.
113 Peterson interview, 7 August 1980.
Getz interview, 6 August 1980.

Peterson interview, 7 August 1980.

Reimers interview, 10 December 1980.

Getz interview, 6 August 1980.

Stangland interview, 29 September 1980.

Reimers interview, 10 December 1980.

Peterson interview, 7 August 1980.

Reimers interview, 10 December 1980.

Ibid.

Ibid.

Reimers interview, 31 July 1980.

Reimers interview, 10 December 1980.

Reimers interview, 14 February 1981.

Ibid.

Ibid.

Ibid.

Ibid.

Reimers interview, 10 December 1980.

Ibid.

Reimers interview, 14 February 1981.

Reimers interview, 10 December 1980.

Ibid.


Reimers interview, 31 July 1980.
139 Peterson interview, 7 August 1980.
140 Reimers interview, 31 July 1980.
141 Reimers interview, 4 November 1980.
142 Reimers interview, 31 July 1980.
143 Ibid.
144 Reimers interview, 11 December 1980.
146 Ibid.
147 Ibid.
149 45s: a microgroove phonograph record designed to be played at 45 revolutions per minute. Webster’s New Collegiate Dictionary, 7th ed. (1971), s.v. “Forty-five.”
150 LPs: used for a microgroove phonograph record turning at 33 1/3 revolutions per minute. Webster’s New Collegiate Dictionary, 7th ed. (1971), s.v. “LP.”
151 Fuller interview, 15 August 1980.
152 Reimers interview, 31 July 1980.
154 Reimers interview, 31 July 1980.
156 Peterson interview, 10 December 1980.
157 Ibid.
158 Reimers interview, 11 December 1980.
159 Peterson interview, 7 August 1980.
160 Reimers interview, 11 December 1980.
161 Peterson interview, 7 August 1980.
162 Reimers interview, 31 July 1980.
163 Peterson interview, 7 August 1980.
164 Reimers interview, 14 February 1981.
165 Ibid.
166 Reimers interview, 11 December 1980.
168 Peterson interview, 7 August 1980.
169 Ibid.
170 Ibid.
172 Peterson interview, 7 August 1980.
173 Rate card #5 put out by KBRK-KGKG effective June 1, 1979.
174 Peterson interview, 7 August 1980.
175 Ibid.
177 Reimers interview, 31 July 1980.
178 Ibid.
179 Reimers interview, 11 December 1980.
180 Ibid.
182 Ibid.
183 Ibid.
184 Reimers interview, 4 February 1981.
185 Reimers interview; 31 July 1980.
186 Peterson interview, 7 August 1980.
188 Application for Commercial Building Permit #2992 filed in the Brookings County Engineering Office, September 18, 1979.
189 Reimers interview, 14 February 1981.
190 Reimers interview, 31 July 1980.
191 Ibid.
192 Ibid.
193 Reimers interview, 11 December 1980.
194 Ibid.
195 Ibid.
SUMMARY AND CONCLUSIONS

Summary

In this study an attempt was made to develop a history of radio station KBRK AM-KGKG FM, Brookings, South Dakota, from its origins in the early 1950s to July 31, 1980.

The historical development of radio, nationally and in South Dakota, was pursued. A review of specific guides revealed no previous studies had been completed on KBRK-KGKG. Sections on the origins, first-year developments, and the subsequent developments of the station were completed. The areas of investigation were: the initial plans, operations personnel, finance, programming, facilities, advertising, coverage area, and future plans.

Many sources were used in the chronological development of the station's history. Written materials studied were broadcasting text books, records of Brookings Broadcasting Company, dissertations, and newspaper articles dealing with the history of South Dakota, the city of Brookings, the radio station, and radio in general. These printed sources were supplemented by evidence drawn from recorded and personal interviews with past and present staff members of the radio station under study.

The history of KBRK-KGKG spans a twenty-five year period. During the early 1950s, Bob Reimers and Jack DuBlon decided to start
a radio station. Brookings, South Dakota, was chosen because of its lack of competition and marketing potential. Gene Platek joined them later in their venture. Platek, Reimers, and DuBlon put together $24,000 of their own money after failing to find outside funding.

The station started with five people: Bob Reimers, Jack DuBlon, Gene Platek, Bertrum Getz, and Darlene Lakman. Reimers was the station manager, chief engineer, sportscaster, and part-time announcer. Platek was in charge of the news and sports, bookkeeping, and some of the programming. DuBlon supervised sales and did some announcing. Getz was a full-time announcer. Lakman was the secretary and traffic manager.

Construction on the station had been started in April of 1955. The transmitter was placed one and one-half miles east of Brookings. The original studios were located over the Northwestern National Bank. KBRK began broadcasting at 6:00 A.M. on July 28, 1955. The five hundred watt station was located at 1430 on the AM dial.

The station's advertising rates were initiated at $1.00 for thirty seconds and $2.50 for one minute of commercial time. Even though the rates were reasonable, the station had barriers hindering its progress: the area advertisers still considered radio a novelty, not something advantageous; and the local newspaper appears to have opposed the station as a competitor for the advertising dollar. The conflict apparently was resolved with the first year.

The station began as a one-tower non-directional station with a primary coverage area of sixty miles. In the subsequent years,
growth of facilities and staff took place when the need arose. From
the beginnings to the present day, thirty-eight full-time and fifty
part-time people have worked at the station.

The organizational structure has remained relatively constant
throughout the twenty-five year history. The structure was not rigid.

The AM coverage area of sixty miles has remained the same
since 1959. The FM coverage area of forty miles has not changed since
its addition in 1968.

The station has been moved twice over the years: from the
Northwestern Bank studios to the College Theatre in 1960, and in 1979
to a new facility on Twenty-second Avenue. The transmitters have been
moved only three hundred feet in twenty-five years and very few
changes have been made in them.

Satellite stations were set up in eight surrounding towns to
increase news coverage and to generate profits. Only moderate
programming changes have occurred. One change occurred when FM was
added to the station.

The station was one of the first in its area to introduce
informal broadcasting during a time when radio was very formal.

The station became very involved in broadcasting long, live
remotes from 1957 to 1976. An FCC ruling and a personal decision
to cut down on some programming ended the long remotes. Ten years
after FM monaural was added, it was changed to stereo. Automation
was added at about the same time.
The advertising plan has changed very little over the years. Rates have been increased only five times in twenty-five years.

Almost all of the expansions within the station have been paid for out of its operating income. The only exception was a loan to build the new facility.

Conclusions

It is fully acknowledged that certain limitations have been imposed on this research venture. A heavy dependence on personal interviews was necessitated by several factors: Brookings Register coverage of noteworthy events about the station appeared to have been restricted; personnel records of the station were sparse; the management preferred not to reveal any financial records that had not been judged publicly accessible. Nevertheless, the following conclusions appear to be warranted and adequately substantiated by the evidence produced in this study:

1. KBRK was established and has functioned in an area relatively free from competition.

2. KBRK's continued existence and growth indicates a relatively sound financial operation.

3. KBRK-KGKG has a relatively low turnover rate among employees.

4. While the station management has taken a conservative approach to equipment purchases, they have steadily built up and upgraded their facilities.
5. The radio engineering background of Bob Reimers contributed to the success of the station as a whole.

6. KBRK-KGKG's loyal, competent staff established and aided in its sustained growth.

7. The station developed to the point where KBRK-KGKG enjoys a high rate of support from both advertisers and listeners.

8. The owners have been diligently involved in the station's daily activities.

9. The owners of KBRK-KGKG have made sustained efforts to adapt programming to listener preference.

Recommendations for Further Study

This study may be of benefit to present and future scholars of radio by describing, in detail, a station's origins, development, and problems encountered.

The findings of this study, in combination with other studies, may lead to a better understanding of the development of broadcasting in South Dakota. Even though the study covers only a small part of the medium in South Dakota, it may be a stepping stone or continuation of the process of developing a comprehensive history of radio in this state. Further studies might fully develop the picture.
APPENDIX A

NEWSPAPER ADS WELCOMING KBRK TO BROOKINGS
CONGRATULATIONS

Kendall's
Pezall
Drug
vs.
Brookings
Phone
4

Welcome To Brookings

Willie Wirebund
Extends a welcome
to Brookings' new
Radio Station

KBRK

1430

On Your Dial

Electric Cooking
Is "Matchless!"

Sioux
Valley
Empire
Electric
Association

RCA Victor announces
the Big Change in
Television

7 Major Advances
- IN -
- STYLING
- PERFORMANCE
- VALUE

Brookings Music Store

Check with
For the...

Correct Time

BEATTY'S JEWELRY

INSURE
today!
BE SURE
tomorrow!

Insurance planned to fit your needs.
Complete list of Real Estate Offerings
- Sales, Rentals

The Gottschalk Co.
APPENDIX B

APPLICATION BY BROOKINGS BROADCASTING COMPANY FOR NEW STATION
# APPLICATION

OF

BROOKINGS BROADCASTING CO.

FOR A NEW STANDARD BROADCASTING STATION

IN

BROOKINGS, SOUTH DAKOTA

1430 KC 500 WATTS-D

<table>
<thead>
<tr>
<th>City</th>
<th>Address</th>
<th>Latitude</th>
<th>Longitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brookings</td>
<td>South Dakota</td>
<td>44° 20′ 00″ N</td>
<td>97° 53′ 15″ W</td>
</tr>
</tbody>
</table>

**RADIO ENGINEERS**

CHARLES E. BRENNAN & ASSOCIATES

MILWAUKEE 7, WISCONSIN

---

See Figures 9 & 9
<table>
<thead>
<tr>
<th>Frequency</th>
<th>Hours of operation</th>
<th>Power in kilowatts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1430 KC</td>
<td>Daytime</td>
<td>Power only</td>
</tr>
</tbody>
</table>

2. Facilities requested

<table>
<thead>
<tr>
<th>State</th>
<th>City or town</th>
<th>Type of Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Dakota</td>
<td>City or town</td>
<td>South Dakota</td>
</tr>
<tr>
<td>Brooking</td>
<td>City or town</td>
<td>Brooking</td>
</tr>
</tbody>
</table>

3. Main studio location

<table>
<thead>
<tr>
<th>State</th>
<th>City or town</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Dakota</td>
<td>City or town</td>
<td>Electrical engine</td>
</tr>
</tbody>
</table>

4. Remote control point location

5. Transmitter

<table>
<thead>
<tr>
<th>Make</th>
<th>Type No.</th>
<th>Rated power</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gates</td>
<td>BC-500G</td>
<td>0.5 kW</td>
</tr>
</tbody>
</table>

6. Modulation monitor

<table>
<thead>
<tr>
<th>Make</th>
<th>Type No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gates</td>
<td>MO-2639</td>
</tr>
</tbody>
</table>

7. Frequency monitor

<table>
<thead>
<tr>
<th>Make</th>
<th>Type No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gates</td>
<td>MO-2890</td>
</tr>
</tbody>
</table>
12. Attach as exhibit no. map or maps giving map or maps supplied for Paragraph 11 may be used having reasonably
scales showing the following:

See Figure 1 See Figures 8 & 9 for 1.0 Volt Contour

(a) The 1.0, 2.5, & 5.0 kw contours, both existing and as proposed by the application for both day and night operation.
(NOTE: The 2 kw nighttime contour need not be supplied if service is not required therein.);

(b) The normally protected contours of the station, both existing and as proposed by the application for both day and night operation. When the application includes 1 kilowatt nighttime operation on a regional basis both the 2.5 and 4.9 kw contours should be supplied;

(c) The interference-free contours of the station both existing and as proposed by the application, for both day and night operation (including nighttime computed EIs for a Class IV station) if the station would be limited inside its normally protected contour by any other station or stations;

(d) The present normally protected and interference-free contours for both day and night operation of each station to which objectionable interference will be caused (without regard to this interference from the station as proposed by the application);

(e) The resulting interference-free contours of the station in (d) above, considering the interference from the operation of the station as proposed by the application.

13. Attach as exhibit no. a statement describing in detail the methods employed in determining the contours required in Paragraph 12 above (including cost estimates, basis therefore and how used, effective fields and how obtained, interference fields, and other pertinent data.)

See Engineering Statement

14. Areas and populations

Paragraph 12 above.

See Figure 6

See Engineering Statement

15. Attach as exhibit no. a statement giving the basis for the above areas and populations. See Figure 6

16. Attach as exhibit no. map or maps having reasonable scales clearly showing the following:

(a) Proposed antenna location

(b) General character of the city or metropolitan district, particularly the retail business, wholesale business, manufacturing, residential, and agricultural sections (e.g., business, commercial, residential, rural, etc., or other words)

(c) Heights of buildings and other obstructions and terrain elevations within 2 miles of the proposed antenna location

See Engineering Statement

17. If this application is for certification of construction permit state briefly as exhibit no. the present status of construction and indicate when it is expected that construction will be completed.

Does not apply

I certify that I am the Technical Director, Chief Engineer or Consulting Engineer for the applicant of the radio station for which this application is submitted and that I have examined the foregoing statement of technical information and that it is true to the best of my knowledge and belief. (This signature may be omitted provided the engineer's original signed report of the data from which the information contained herein has been obtained is attached hereto.)

Date January 14, 1955

[Signature]
**Broadcast Application**

**FEDERAL COMMUNICATIONS COMMISSION**

**ANTENNA AND SITE INFORMATION**

**Brookings Broadcasting Company**

Address where applicant can be reached in person

2124 - 10th Ave., Menominee, Michigan

**Description of applicant**

- Purpose of application (Check appropriate box)
  - New antenna construction
  - Alteration of existing antenna structures
  - chimney in location

- Name of surrounding terrain
  - List any natural formations or existing man-made structures (hills, towers, bridges, etc.) which, in the opinion of the applicant, would tend to shield the antenna from aircraft thereby minimizing the economical benefit of the antenna.

  See Figure 7, Items A & E

**Legal Counsel**

**Address**

2035 East Tripoli Ave., Milwaukee 7, W.

**Consulting Engineer**

Charles L. Brennan & Associates

**Class of station**

Facilities requested

- Standard Broadcast 1430 kc - 500 Watts

**Location of antenna**

<table>
<thead>
<tr>
<th>State</th>
<th>County</th>
<th>City or Town</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Dakota</td>
<td>Brookings</td>
<td>Brookings</td>
</tr>
</tbody>
</table>

- Exact antenna location
  - Give gauge and direction from, and name of nearest town

  - 1.6 Miles S of Center of Business District
  - 0.55 Miles N of U. S. Highway 16

- Geographic coordinates (to be determined to nearest second)

<table>
<thead>
<tr>
<th>North latitude</th>
<th>West longitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>44° 18' 13&quot;</td>
<td>96° 46' 10&quot;</td>
</tr>
</tbody>
</table>

**Evaluation, distance, and bearing to nearest established airway within 5 miles**

- None (10.5 Miles to V26 & 9.2 Miles to V263)

**Landing Areas**

- (a) Brookings Airport
  - Distance: 1.85 Miles
  - Direction: XN270°

**Description of antenna system (if directional, give spacing and orientation of towers).**

One (1) guyed vertical tower

**Type Tower Construction**

Co Model 12 uniform triangular cross section

**Description of tower(s)**

<table>
<thead>
<tr>
<th>Self-supporting</th>
<th>Guyed</th>
<th>Yes</th>
<th>Tubular (Pole)</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tower height figures should not include obstruction lights</td>
<td>#1</td>
<td>#2</td>
<td>#3</td>
<td>#4</td>
</tr>
<tr>
<td>Height of radiating elements</td>
<td>160'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall height above ground</td>
<td>164'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall height above mean sea level</td>
<td>1830'</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**If a combination of Standard, No. 1, or 7 operation is proposed on the same multi-element array (either existing or proposed) submit as Exhibit No., a horizontal plan for the proposed antenna system showing heights of the elements above ground and showing their orientations and spacing in feet. Clearly indicate if any towers are existing. Does not apply.**

Submit as Exhibit No. See Figure 7 for the proposed total structure including supporting building if any, giving heights above ground in feet. Isometric significant features. Clearly indicate existing portions, noting painting and lighting.

**Is the proposed antenna system designed so that obstruction lights may be installed and maintained at the antenna site?**

[ ] Yes [ ] No

**Date**

January 14, 1955

**Signature of Engineer preparing data**

[Signature]
ENGINEERING STATEMENT OF CHARLES E. BRENNAN & ASSOCIATES, RADIO ENGINEERS,
IN CONNECTION WITH THE APPLICATION OF BROOKINGS BROADCASTING COMPANY, FOR A
CONSTRUCTION PERMIT, FOR A NEW STANDARD BROADCASTING STATION, TO BE LOCATED IN
BROOKINGS, SOUTH DAKOTA, AND TO OPERATE ON THE 1430 KILOCYCLE CHANNEL WITH 500
WATTS OF POWER DAYTIME.

* * * * *

I, Charles E. Brennan, as a Radio Engineer with offices at 2035 East Tripoli Avenue, Milwaukee, Wisconsin. I have completed courses of study in Radio Communications at the Milwaukee School of Engineering (1931), and at First National Television Institute, Kansas City, Missouri, (1933). My experience includes almost continuous employment by Broadcast Stations since 1931. Since 1943, I have been employed as Transmitter Supervising Engineer at Radio Station WISN, Milwaukee, Wisconsin. During the past 3 years, in addition to my employment at WISN, I have engaged in Consulting Radio Engineering.

* * * * *

Charles E. Brennan & Associates, Radio Engineers, Milwaukee, Wisconsin, have been employed by the Brookings Broadcasting Company, to prepare the engineering application for Construction Permit for a new Standard Broadcast Station, to operate in Brookings, South Dakota, on the 1430 kilocycle channel with 500 watts of power daytime.

ANTENNA - TRANSMITTER LOCATION

The proposed location of the antenna is 1.6 miles ESE of the center of the business district, of Brookings, South Dakota, and 0.55 miles South of U. S. Highway 14. The geographical coordinates of the antenna are:

- 44° 18' 13" North Latitude
- 96° 46' 10" West Longitude

The Site elevation is 1666 feet above mean sea level.

The geographical coordinates of the Site were determined by the Department of Civil Engineering, South Dakota State College. The elevation was determined by Mr. Emery Johnson, City Surveyor, Brookings, South Dakota. The soil at the Site is Barnes Silt Loam. The ability to hold moisture is good. The above data, relative to the Site, was furnished by Jack Dublon, a partner in the Brookings
Broadcasting Company. The topography of the Site is flat, and the terrain in the Brookings area has little relief. A plat drawing of the Site is attached as Figure 3-A.

**PROPOSED ANTENNA**

The proposed tower is a uniform triangular cross section, guyed vertical radiator, with an overall height including base of 164 feet. The radiating portion is 160 feet. The tower will be galvanized, and painted and lighted in conformance with Part 17 of the Commissions Rules and Regulations. The tower will be insulated at the base and series fed.

**GROUND SYSTEM**

The ground system will consist of 120 radials of buried copper wire. The radials will be 190 feet long and installed at intervals of three degrees.

**ANTENNA EFFICIENCY**

The proposed antenna (160 feet high) corresponds to 23.4 wavelength at 1430 kilocycles. The antenna efficiency as determined from Figure 8 of the Standards of Good Engineering Practice is 188 millivolts per meter at 1.0 mile for one kilowatt, and 133 millivolts per meter at 1.0 mile for the proposed power of 500 watts.

**DETERMINATION OF SERVICE CONTOURS**

The proposed radiation was assumed as above to be 133 millivolts at 1.0 mile. The ground conductivity was assumed from FCC Figure M3 to be 15 maho/m for the area about Brookings, South Dakota. Ground Wave Field Intensity Curves (Appendix I - Graph 18) Standards of Good Engineering Practice, were used to determine the distance to the contours. As Graph 18 is drawn for 100 millivolts at 1.0 mile, proper allowance in the use of Graph 18 was made for the expected radiation of 133 millivolts. The procedures followed were as outlined in the Standards of Good Engineering Practice.
An allocations study was made to determine the daytime operating conditions on
the 1430 kilocycle channel, and on the channels adjacent thereto, by 10 kilocycles,
20 kilocycles, and 30 kilocycles.
In carrying out this study, detailed consideration was given to the following
stations:

KASI, Ames, Iowa. KASI operates daytime on the 1430 kilocycle channel, with a
power of 1000 watts. In the absence of actual data on the height of the KASI
antenna, the radiation was assumed to be 200 millivolts per meter at 1.0 mile.

KRGI, Grand Island, Nebraska. KRGI operates non-directional, with a power of
1000 watts during daytime hours, on the 1430 kilocycle channel. The radiation
from KRGI was determined at 197 millivolts per meter at 1.0 mile from it's
measured non-directional radiation pattern. This pattern is on file with the
Commission.

KTOE, Mankato, Minnesota. KTOE operates non-directional, during the daytime
hours on the 1420 kilocycle channel, with a power of 5000 watts. The radiation
from KTOE was assumed to be 394 millivolts per meter at 1.0 mile. This figure
is based on the RMS value of it's night time directional antenna which was
measured at 176 millivolts per meter for 1000 watts. KTOE has filed with the
Commission, an application to increase night time power, File BP-8702. As daytime
facilities only are requested for Brookings, South Dakota, the KTOE application
will not have bearing upon the Brookings proposal.

KCHE, Cherokee, Iowa. KCHE operates daytime hours on the 1440 kilocycle channel,
with a power of 500 watts. In the absence of data on the height of the KCHE
antenna, the radiation was assumed to be 134 millivolts per meter at 1.0 mile.

KDMA, Montevideo, Minnesota. KDMA operates on the 1450 kilocycle channel with
a power of 100 watts. The radiation from KDMA was assumed to be 60 millivolts.
While the result of the KDMA study is not shown on the allocations map, Figure 2, it was determined that there is sufficient separation between the two stations (KDMA and Proposed) to permit 10 kilocycle separation, whereas the actual separation will be 20 kilocycles.

The station locations were in all cases plotted on FCC Figure M3, and the locations of the pertinent contours determined in the manner outlined in the FCC Standards of Good Engineering Practice. The result of this study is shown on attached Figure 2. Figure 2 is a photographic reproduction of FCC Figure M3.

This allocation study indicated:

1. The ground wave field from the Proposed Station will not exceed 25 microvolts at the 500 microvolt contour of any co-channel station, and co-channel stations will not place fields in excess of 25 microvolts at the 500 microvolt contour of the proposed station.

2. The field ratios in Table V of the Standards of Good Engineering Practice will not be exceeded with respect to adjacent channel stations, and adjacent channel stations will not exceed these ratios with respect to the proposed station.

3. The area enclosed by the 25 millivolt groundwave contour of the proposed station will not overlap the area enclosed by the 25 millivolt groundwave contour of any station located within 40 kilocycles of the proposed station.

4. The area enclosed by the 2.0 millivolt groundwave contour of the proposed station will not overlap the area enclosed by the 25 millivolt contour of any station operating within 30 kilocycles of the proposed station, nor will the area enclosed by the 2.0 millivolt contour of any station operating within 30 kilocycles of the proposed station, overlap the area enclosed by the 25 millivolt groundwave contour of the proposed station.

In carrying out the studies necessary to the preparation of this application, the
The following Figures were prepared by me, or under my direction, by Donald A. Weller.

The qualifications of Donald A. Weller are attached.

1. Proposed Service Contours
2. Allocations Study
3. Drawing of Ground System
4. Plan Map of Site
5. Profile Drawing of Tower
6. Map of Brookings, South Dakota, Showing Character of City
7. Population and Area Figures
8. Map Showing Relationship of Site to Airport and Locations of Prominent Structures, and Locations of Radio Stations.
9. Aerial Photograph Showing Site, Airport, and Part of Brookings and 1.0 Volt Contour.
10. Close-up Photograph of Site
11. Qualifications of Donald A. Weller
SERVICE CONTOURS
APPLICATION OF
BROOKINGS BROADCASTING CO.
BROOKINGS, S.D.
1430 KC CHARLES KRENNAN AND ASSOCIATES
541230 RADIO ENGINEERS
500 W-D MILWAUKEE 7, WISC.
FIG. 1
CO-CHANNEL & ADJACENT CHANNELS APPLICATION OF BROOKINGS BROADCASTING CO.

BROOKINGS, SOUTH DAKOTA

CHARLES E. BRENNER & ASSOCIATES

FIGURE - 2
GROUND SYSTEM PLAN

Tower Location

120 Buried Radials Spaced 3°
(5 Shown)

APPLICATION OF
BROOKINGS BROADCASTING CO.
BROOKINGS, SOUTH DAKOTA
500 WATTS - D

CHARLES E. BRENNAN & ASSOCIATES
RADIO ENGINEERS
MILWAUKEE 7, WISCONSIN

FIGURE 3
FIGURE 3-A

PLAT INDICATING OF SITE

ROAD TO CITY DUMP

AGRICULTURAL LAND

AGRICULTURAL LAND

AGRICULTURAL LAND

APPLICATION OF BROOKINGS BROADCASTING CO.
BROOKINGS, SOUTH DAKOTA

1430 KC

500 WATTS-D

CHARLES E. BRANNAN & ASSOCIATES
RADIO ENGINEERS
TOWER TO BE PAINTED AND
LIGHTED IN ACCORDANCE WITH
PART 17 OF THE COMMISSIONS
RULES AND REGULATIONS.

APPLICATION OF
BROOKINGS BROADCASTING Co.
BROOKINGS, SOUTH DAKOTA

500 WATTS - D

CHARLES R. BUCHANAN & ASSOCIATES
RADIO ENGINEERS
MILWAUKEE 7, WISCONSIN

FIGURE 4
APPLCIATION OF BROOKINGS BROADCASTING CO.

1430 KC

BROOKINGS, SOUTH DAKOTA

500 WATTS - D

<table>
<thead>
<tr>
<th>CONTOUR MY/M</th>
<th>POPULATION</th>
<th>AREA (SQ.MI.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000.0</td>
<td>0*</td>
<td>0.026</td>
</tr>
<tr>
<td>25.0</td>
<td>8,368</td>
<td>50.24</td>
</tr>
<tr>
<td>5.0</td>
<td>13,707</td>
<td>482.8</td>
</tr>
<tr>
<td>2.0</td>
<td>26,424</td>
<td>1,319.6</td>
</tr>
<tr>
<td>0.5</td>
<td>74,567</td>
<td>4,558.5</td>
</tr>
</tbody>
</table>

* Actual Count

As the contours are, in all cases, circular, the areas within the contours were calculated.

Population figures are for daytime operation only. Night time operation is not proposed.

Population figures were taken from the U. S. Census for 1950, with detailed attention to the distribution of population among Minor Civil Divisions.

All cities with populations in excess of 2,500 persons were excluded from the tabulations, where the field intensity is less than 2.0 millivolts per meter.
LEGEND
A - Campanille, Elev 1800 ft AMSL
B - HAC-391
C - EAP-362
D - EAP-679
E - Grain Elevator - Elevation 1857 AMSL
F - EAP-479
G - EAP-7

Locations of Radio Stations furnished by Dick Hairlot,
Brookings, South Dakota

Locations of Grain Elevator

and Campanille, and elevations,
furnished by Brookings B/C Co.

Map prepared by South Dakota
State College, Dept of Civil
Engineering.

APPLICATION OF
BROOKINGS BROADCASTING CO
1430 KG - 500 WATTS-D

CHARLES K. BEHNAN & ASSOCIATES
RADIO ENGINEERS
MILWAUKEE, WISCONSIN

Map of Brookings, South Dakota

Showing:
Locations of Radio Stations within 2.0 miles,
Location and Elevation of
Principal Man-made Objects.
Airport.
Proposed Antenna Site.

FIGURE 7

Scale - Miles

Brookings Airport

U.S. Highway 77

0
0.5
1.0
2.0

143
APPENDIX C

COVERAGE AREA MAP FOR AM
APPENDIX D

OWNERSHIP REPORT
FCC Form 323
June 1972

United States of America
Federal Communications Commission
Washington, D.C. 20554

OWNERSHIP REPORT

NOTE: Before filling out this form, read Instructions printed on the back of Page 3.
Section 310(b) of the Communications Act of 1934 requires that consent of the Commission must be obtained prior to the assignment or transfer of control of a station license or construction permit. This form may not be used to report or request an assignment of license or transfer of control (except to report an assignment of license or transfer of control made pursuant to prior Commission consent).

1. All of the information furnished in Items 3 & 6 is reported as of
   November-23, 1972. (Date must comply with Section 310(3) when has (a) below is checked.)

   Call letters Location Class of service
   KBRX Brookings, S.D. AM
   KGKG Brookings, S.D. FM

   (b) Renewal

2. Give the name of any corporation or other entity having a direct or indirect ownership interest in the licensee or permittee (see Instruction 4).

3. Show the interests in any other broadcast station of the licensee or permittee, or any of its officers, directors, stockholders, or partners. (Corporations having more than 50 stockholders need answer this only with respect to officers and directors, or stockholders having 1% or more of voting stock.)

   None

4. Name of corporation, if other than licensee or permittee, for which report is filed (see Instruction 4):

   None

5. If permittee or licensee is in a partnership, state the extent of interest of each partner:

   None


   Description of contract or instrument

   None

   Name of person or organization with whom contract is made

   None

   Date of execution

   None

   Date of expiration

   None

CERTIFICATE

I certify that I am

President

(Official title, see Instruction 9)

of

Brookings Broadcasting Company, Inc.

(Exact legal title or name of licensee or permittee) that I have examined this report: that to the best of my knowledge, information, and belief, all statements of fact contained in this report are true and the said report is a correct statement of the business and affairs of the above-named respondent in respect to each and every matter set forth herein.

(Date of certification must be within 30 days of date shown in Item 1 where box (a) is checked and in no event prior to Item 1 date):

Name and post office address of licensee or permittee:

Brookings Broadcasting Company, Inc.

507 1/2 Main Avenue

Brookings, S.Dakota 57006

(Signature of respondent)

Any person who willfully makes false statements on this report can be punished by fine or imprisonment. U. S. Code, Title 18, Section 1001 (formerly Section 80).

Name

Dr. Paul F. Olsen

Date

11/23, 1972

FCC Form 323
June 1972

United States of America
Federal Communications Commission
Washington, D.C. 20554

OWNERSHIP REPORT

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   November-23, 1972. (Date must comply with Section 310(3) when has (a) below is checked.)

   Call letters Location Class of service
   KBRX Brookings, S.D. AM
   KGKG Brookings, S.D. FM

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3. Show the interests in any other broadcast station of the licensee or permittee, or any of its officers, directors, stockholders, or partners. (Corporations having more than 50 stockholders need answer this only with respect to officers and directors, or stockholders having 1% or more of voting stock.)

   None

4. Name of corporation, if other than licensee or permittee, for which report is filed (see Instruction 4):

   None

5. If permittee or licensee is in a partnership, state the extent of interest of each partner:

   None


   Description of contract or instrument

   None

   Name of person or organization with whom contract is made

   None

   Date of execution

   None

   Date of expiration

   None

CERTIFICATE

I certify that I am

President

(Official title, see Instruction 9)

of

Brookings Broadcasting Company, Inc.

(Exact legal title or name of licensee or permittee) that I have examined this report: that to the best of my knowledge, information, and belief, all statements of fact contained in this report are true and the said report is a correct statement of the business and affairs of the above-named respondent in respect to each and every matter set forth herein.

(Date of certification must be within 30 days of date shown in Item 1 where box (a) is checked and in no event prior to Item 1 date):

Name and post office address of licensee or permittee:

Brookings Broadcasting Company, Inc.

507 1/2 Main Avenue

Brookings, S.Dakota 57006

(Signature of respondent)

Any person who willfully makes false statements on this report can be punished by fine or imprisonment. U. S. Code, Title 18, Section 1001 (formerly Section 80).

Name

Dr. Paul F. Olsen

Date

11/23, 1972

Ex. 4
### (a) Capitalization:

<table>
<thead>
<tr>
<th>Class of stock (preferred, common or other)</th>
<th>Voting or non-voting</th>
<th>If par, show par value</th>
<th>If no par, show stated value or value assigned</th>
<th>Number of shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common</td>
<td>Voting</td>
<td>$100.00</td>
<td></td>
<td>2000</td>
</tr>
</tbody>
</table>

### (b) Officers, directors and stock held by each:

<table>
<thead>
<tr>
<th>Name and residence of officers and directors</th>
<th>Citizenship</th>
<th>Office or directorship</th>
<th>Office held and date elected</th>
<th>Director - date elected</th>
<th>Number and class of stock</th>
<th>Percentage of voting stock held</th>
<th>Name of person replaced, if any</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert J. Reimers 1711 Lincoln Lane</td>
<td>U.S.</td>
<td>President</td>
<td>Yes</td>
<td>874</td>
<td>874</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Brookings, S.D.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eugene J. Platek 1712 Olwien St.</td>
<td>U.S.</td>
<td>Sec-Treas.</td>
<td>Yes</td>
<td>874</td>
<td>874</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Brookings, S.D.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Irene Reimers 1711 Lincoln Lane</td>
<td>U.S.</td>
<td></td>
<td>Sept-28-79</td>
<td>1</td>
<td>1</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Brookings, S.D.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shirley A. Platek 1712 Olwien St.</td>
<td>U.S.</td>
<td></td>
<td>Sept-28-79</td>
<td>1</td>
<td>1</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Brookings, S.D.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Remarks concerning family relationship, qualifying shares, etc.: (See Instructions 5 and 6.)**

Robert & Irene Reimers as husband & wife.
Eugene & Shirley Platek as husband & wife.
### FCC Form 121

#### Page 3

**B. List transactions concerning the ownership of stock.** If transaction includes more than one class of stock, the following should be answered with respect to each class.

<table>
<thead>
<tr>
<th>Line</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Name and residence of transferee, purchaser, or stockholder (If other than an individual also show name, address, and citizenship of natural person authorized to vote the stock acquired.)</td>
</tr>
<tr>
<td>2</td>
<td>Citizenship</td>
</tr>
<tr>
<td>3</td>
<td>Number of shares</td>
</tr>
<tr>
<td>4</td>
<td>Class of stock (Common CM; Preferred PF; Other)</td>
</tr>
<tr>
<td>5</td>
<td>Par of stated value</td>
</tr>
<tr>
<td>6</td>
<td>Total consideration paid (If other than cash, describe fully.)</td>
</tr>
<tr>
<td>7</td>
<td>Date of acquisition</td>
</tr>
<tr>
<td>8</td>
<td>Number of shares of stock held by purchaser or transferee prior to this transaction</td>
</tr>
<tr>
<td>9</td>
<td>Percentage of issued stock in corporation held by purchaser or transferee prior to this transaction</td>
</tr>
<tr>
<td>10</td>
<td>Percentage of issued stock in corporation held by purchaser or transferee to this transaction</td>
</tr>
</tbody>
</table>

**NOTE:** The numbered items below refer to line numbers in the following table. Lines 1 thru 17 should be filled out completely when this form is filed to report stock transactions pursuant to Instruction 1(a). Lines 1 thru 8, inclusive, should be filled out when the form is used to report ownership after record of original construction permit, or consummation, pursuant to Commission consent, of a transfer of control, or assignment of license, pursuant to Instruction 1(b). Lines 1 thru 4, inclusive, should be filled out when the form is used to report pursuant to Instruction 1(a). Use one column per stockholder. (Attach additional pages if necessary.)

<table>
<thead>
<tr>
<th>Line</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Total number of shares of stock held by purchaser or transferee subsequent to this transaction</td>
</tr>
<tr>
<td>12</td>
<td>Percentage of issued stock in corporation held by purchaser or transferee subsequent to this transaction</td>
</tr>
<tr>
<td>13</td>
<td>From whom stock acquired</td>
</tr>
<tr>
<td>14</td>
<td>Number of shares of stock held by seller or transferee prior to this transaction</td>
</tr>
<tr>
<td>15</td>
<td>Percentage of issued stock held by seller or transferee prior to this transaction</td>
</tr>
<tr>
<td>16</td>
<td>Number of shares of stock held by seller or transferee subsequent to this transaction</td>
</tr>
<tr>
<td>17</td>
<td>Percentage of issued stock held by seller or transferee subsequent to this transaction</td>
</tr>
</tbody>
</table>

### Example Transactions

<table>
<thead>
<tr>
<th></th>
<th>Name and Residence</th>
<th>Class of Stock</th>
<th>Par Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Irene Reimers</td>
<td>One Common</td>
<td>$100.00</td>
</tr>
<tr>
<td>2</td>
<td>Shirley A. Platek</td>
<td>One Common</td>
<td>$100.00</td>
</tr>
<tr>
<td>3</td>
<td>Robert J. Reimers</td>
<td>One Common</td>
<td>$100</td>
</tr>
</tbody>
</table>

### Remarks:
(See Instructions 1, 3, and 8)

**NOTE:** The purpose of the above computation is to avoid the license or permit in determining whether the transaction in question involves a transfer of control. If such is the case, the transaction cannot be authorized until prior Commission consent has been obtained.
8. List transactions concerning the ownership of stock. (If transaction includes more than one class of stock, the following should be answered with respect to each class.)

**Note:** Read carefully! The numbered items below refer to line numbers in the following table. Lines 1 thru 17 should be filled out completely when this form is filled to report stock transactions pursuant to Instruction 1(a). Lines 1 thru 8, inclusive, should be filled out when the form is used to report ownership after receipt of original construction permit, or consummation, pursuant to Commission consent, of a transfer of control, or assignment of license, pursuant to Instruction 1(b). Lines 1 thru 8, inclusive, should be filled out when the form is used to report pursuant to Instruction 1(a). Use one column per stockholder. (Attach additional pages if necessary.)

<table>
<thead>
<tr>
<th>Line</th>
<th>Description</th>
<th>Column (a)</th>
<th>Column (b)</th>
<th>Column (c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Name and residence of transferee, purchaser, or stockholder (if other than an individual also show name, address, and citizenship of natural person authorized to vote the stock acquired.)</td>
<td></td>
<td>Eugene J. Platek</td>
<td>Brookings, S.D.</td>
</tr>
<tr>
<td>2</td>
<td>Citizenship</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Number of shares</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Class of stock (Common CM; Preferred PF; Other)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Par of stated value</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Date of acquisition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Number of shares of stock held by purchaser or transferee prior to this transaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Percentage of issued stock held by purchaser or transferee prior to this transaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Total number of shares of stock held by purchaser or transferee subsequent to this transaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Percentage of issued stock in corporation held by purchaser or transferee prior to this transaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Percentage of issued stock held by seller or transferor prior to this transaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Percentage of issued stock held by seller or transferee subsequent to this transaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>From whom stock acquired</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Number of shares of stock held by seller or transferee prior to this transaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Number of shares of stock held by seller or transferee subsequent to this transaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Date of acquisition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Remarks: (See Instructions 3, 7 and 8.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- The purpose of the above computation is to assist the licensee or permittee in determining whether the transaction in question involves a transfer of control. If such is the case, the transaction cannot be authorized until prior Commission consent has been obtained.
APPENDIX E

COMPLETE LIST OF EMPLOYEE NAMES AND WORK DESIGNATION COVERING THE TWENTY-FIVE YEAR HISTORY
FULL-TIME

Robert Reimers
Eugene Platek
Bert Getz
Grant Peterson
"Gip" Nolan
LaVonne Fuller
Linda Stern
Pete Torino
Joe Behrend
Jim Nelson
Ron Lazone
Tom Maxwell
Brad Reimers
Marlys Mielke
Richard Reynolds
Irene Vick
Margaret Stewart
Greg List
Charles Albrecht
Richard Myklebust
Jeff Florentine
Larry Amman
John Maxwell
Henry Holle
Bonnie Nelson
Eugene Peterson
Gordon Sjodin
James Fisher
Dick Engelhardt
Mary Holmes
Wallace Stangland
James Borreson
Conrad Borreson
William Overas
Stean Elle
Robert Mayer
Jack DuBlon
"Red" Stangland
PART-TIME

Dellas Cole
Jeff Nelson
Gloria Severtson
Helen Olson
Helen Gisselbeck
Donald Aarstad
Ralph Kurtenbach
Tim McCarthy
Lola Rapp
Tim Shank
Lane Mousel
Jacqueline Reynolds
Robert Groethe
Craig Metz
Tom Platek
Kathryn Walstrom
Ron Madsen
Verlyn Larson
Tom Steever
Dave Richards
Mike Hemmer
Craig Derscheid
Eric Reimers
Edward Leonard
Jeff Platek
Elenore Harrenga
Tim Ekdom
Robert Sullivan
Robert Walstrom
Doug Holzkamp
Dan Brown
Darla Jensen
Ethel Lamp
Sylvia Fenner
James Klassen
Jim Metcalf
James Boyd
Bryon Fisher
Stella Piper
Eugene Schriever
Ann Mae Johnson
Frederick Van Nostram
Genieve Fish
Orlie Boehler
Leon Halstead
Joe Farnham
James Weichert
Jesse Smith
Stan Meyers
APPENDIX F

AM AND FM COVERAGE MAP
BROOKINGS, SOUTH DAKOTA
FULL TIME COVERAGE BY DOUBLE PENETRATION SIMULCASTING

BY UTILIZING TOTAL RADIO, INCLUDING COMPLETE LOCAL STAFF NEWS ALONG WITH FARM AND SPORTS COVERAGE, KBRK, AM AND FM, RADIO COVERAGE DELIVERS A MOST DIVERSIFIED, 2 STATE INDUSTRIAL, COMMERCIAL AND AGRICULTURAL MARKET.
APPENDIX G

PHOTOS OF THEATRE STUDIOS TAKEN BY RESEARCHER

AND BROOKINGS REGISTER
Gene Platek, and Bob Reimers are co-owners of the radio station.

Grant Peterson, left heads our sales while W.H. "Gip" Nolan center and Tom Maxwell keep you posted on the news.
Linda Stern, Left and LaVonne Fuller take care of our business office.

Brad Reimers, seated, Bert Getz, left and Pete Torino are the voices that keep you company during our broadcast hours. Joining our staff of announcers soon will be Jim Nelson.
APPENDIX H

PHOTOS TAKEN OF NEW STATION BY RESEARCHER
APPENDIX I

PROGRAM LOG DATED JULY 1, 1980
1400 KBRK AM (Middle of Road Music)
6:00 Sign On (Thought for today)
6:05 Sun-Up Round Up
1400 KBRK AM (Middle of Road Music)
6:10 Ag Report
6:15 Weather
6:20 News
6:25 Wooster Livestock Report
6:30 Ag Watch & Local Grains
6:45 Sportline
7:00 News and Weather
7:15 Howard Ruff Commentary (Mon-Fri)
7:25 Legislative Report (when in session)
7:30 Breakfast Edition of News
7:40 Sports
7:45 Weather Show
8:25 Hymn for Today
8:30 News and Weather
8:35 Flandreau News (Mon-Sat)
9:00 Morning Devotions (Mon-Fri)
9:06 Chapel Notes (daily)
9:20 Pastor's Visit, Volga Lutheran (Sat)
9:30 Hendrick News (Sat)
9:45 Minneapolis Opening Grains
10:00 Homesaker Edition of News
10:10 Hospital Report, births, funerals
10:30 Christian Women's program (Tue)
10:45 Club Calendar (Mon-Fri)
10:50 Home Extension Agent Report (Mon)
11:00 News
11:15 Wooster Livestock Report
11:30 Arlington News (Tue & Fri)
11:45 Psalm of Life (Mon-Fri)
11:50 Search the Scripture (Sat)
12:10 Noon News (National)
12:15 Farm & Market Report (Mon-Fri)
12:20 Pipestone Livestock Report (Mon & Wed)
12:25 Weather Tower
12:30 Noon News
12:45 Bowler's Show (Mon-Sat, Sept-May)
1:00 PM KBRK Classified ads, free (Mon-Fri)
1:15 Legislative Report (when in session)
1:30 Chapel Notes (daily)
2:00 News
2:05 Club Calendar, Hospital Report
2:15 Minneapolis Closing Grains
2:45 Special Assignment (Nat'l Issues, AP)
3:00 News
3:05 Social Security Report (Tue)
3:10 Sports (Mon-Fri)
3:30 Christian Brotherhood, Church of God (Sat)
3:35 Howard Ruff Commentary (Mon-Fri)
4:00 News
4:30 Business News
5:15 News, Weather and Sports
5:30 Dept. of Game, Fish and Parks
5:35 Twilight time, easy listening, until AM sign off

SUNDAY PROGRAMMING
6:00 Sign On
6:03 News Headlines & Weather
6:30 Network News
6:35 Local Sports
7:00 News Headlines
7:15 Church of the Open Bible
7:30 News, Sports, Weather
8:15 God's Word for Today, Tran. Lutheran, Arlington
8:45 Bible Baptist Old Fashioned Gospel Hour
9:00 Word For Our Day, 1st Baptist, Brookings
9:15 Happiness Is The Lord, 1st Church of God
9:30 1st United Methodist service, Brookings
10:00 News
10:30 Town Meeting, National Issues
11:00 First Lutheran Church service, Brookings
12:30 Noon News
12:45 Children's Chapel
1:00 KBRK Weekly Forum, local issues & events

94.3 KGKG FM Contemporary Music Radio
9:00 Sports
10:00 News (State & local)
11:00 Rideline
12:30 Noon News
2:00 Special Assignment (Mon-Fri)
3:00 News (state & local)
4:00 Mother Earth News
5:15 News, Sports, Weather (simulcast)
5:30 Dept. of Game, Fish and Parks
6:00 Morgan Record Report
8:00 Portfolio
8:30 Scan (Sun)
9:00 Morgan Record Report
10:00 Live Programming
11:00 Rideline
11:30 Concert Connection (Wed & Fri)
1:00 Sign Off

High School Football & Basketball carried on KGKG
APPENDIX J

APPLICATION FOR RENEWAL OF LICENSE
APPLICATION FOR RENEWAL OF LICENSE FOR COMMERCIAL AM OR FM RADIO BROADCAST STATION

PART I - GENERAL INFORMATION

1. NAME OF APPLICANT
   BROOKINGS BROADCASTING COMPANY

2. RENEWAL REQUESTED FOR FOLLOWING EXISTING FACILITIES
   CALL LETTERS: KGKG-FM
   FREQUENCY: 94.3 MHZ
   CHANNEL NO.: 232-A
   POWER IN KILOWATTS: NIGHT 3.0, DAY 3.0 EFF.
   HOURS OF OPERATION: Unlimited
   SHARING WITH (SPECIFY STATIONS): Other (specify)

3. RENEWAL IS ALSO REQUESTED FOR THE FOLLOWING:
   AM FM
   DAY NIGHT
   AUXILIARY ANTENNA
   AUXILIARY TRANSMITTER
   ALTERNATE TRANSMITTER
   SUBSIDIARY COMM. AUTHORIZATION

PART II - LEGAL

4. Is applicant's Ownership Report (FCC Form 323) filed with this application as EXHIBIT #1? YES ☑ NO
   If NO, give the date of filing of the last Ownership Report and the station's call letters of the renewal application with which it was filed.

5. Is the applicant in compliance with the provisions of Section 310 of the Communications Act of 1934, as amended, relating to the interests of aliens and foreign governments? YES ☑ NO

6. Is the applicant or any officer, director, or principal stockholder (any person owning 25% or more of applicant's stock) an officer, director, or 25% or more stockholder in a newspaper publishing company, a CATV company, or a company engaged in broadcasting related activities? YES ☑ NO

File No. FOR COMMISSION USE ONLY

1. Since the filing of the applicant's last renewal application for this station and/or other major application, has an adverse finding been made as final action by any court or administrative body with respect to the applicant or parties to the application concerning any civil or criminal suit, action, or proceeding, brought under the provisions of any federal, state, territorial or local law relating to the following: fraud, bribery, forgery, breach of trust, embezzlement, perjury, or obstruction of justice, or any unlawful restraint or monopolies, unlawful combinations, contracts or agreements in restraint of trade, the use of unfair methods of competition, fraud, unfair labor practices, or discrimination? YES ☑ NO

PART III - ENGINEERING

8. Are the following technical reports completed and available for Commission inspection? YES ☑ NO
   a. Equipment performance measurements for each main and alternate transmitter made within four months of the filing date of this application.
   b. Annual skeleton proofs of antenna performance made during the past license term.
   c. Annual skeleton proofs made the other two years.

10. Directural Antenna Operating Values (AM only)

   Tower
   Antenna Base Current
   Remote Indications of Antenna Current

   Day Night Day Night
   Day Night Value Value Value Value Value
   Ratio Ratio Ratio Ratio Ratio

   Does not apply

(b) Identify by manufacturer and type the antenna monitor used to take the above readings:

(c) Are monitoring point values within limits specified in the station license? YES ☑ NO

I certify that I represent the applicant in the capacity indicated below, that I have examined the statements made in response to questions 1 through 10 above, and that they are true to the best of my knowledge and belief.

Signature: R. S. Miller

Date: April 1978

FCC Form 323

(December 1977 edition may still be used.)
PART IV: PROGRAMMING

11. Has the applicant placed in its public inspection file at the appropriate times the required documentation relating to its efforts to ascertain the community problems, needs, and interest?

☐ YES ☐ NO

☐ DOES NOT APPLY.

12. Attach as EXHIBIT 12 applicant’s community leader checklist for the preceding license term.

☐ DOES NOT APPLY.

13. Has the applicant placed in its public inspection file at the appropriate times its annual list of those problems, needs, and interests which, in the applicant’s judgment, warranted treatment by station and typical and illustrative programming in response thereto?

☐ YES ☐ NO

If YES, attach those listings as EXHIBIT 13.

14. (4) Attach as EXHIBIT 14 one exact copy of the program logs for the 1970-71 regular broadcasting year to be submitted in the application for renewal. Applicants utilizing automatic program logging devices must comply with the provisions of Sections 73.212(1) and 73.282(l) of the Commission’s rules.

<table>
<thead>
<tr>
<th>PROGRAM TYPES</th>
<th>Previously Proposed</th>
<th>Composite Week</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Minutes of Operation</td>
<td>% of Total Time</td>
</tr>
<tr>
<td>(1) News</td>
<td>680</td>
<td>9.1</td>
</tr>
<tr>
<td>(2) Public Affairs</td>
<td>85.1</td>
<td>11.7</td>
</tr>
<tr>
<td>(3) All other programs</td>
<td>460.6</td>
<td>6.2</td>
</tr>
<tr>
<td>TOTALS</td>
<td>1,225</td>
<td>16.4</td>
</tr>
</tbody>
</table>

15. Attach as EXHIBIT 15 those programs in the composite week included in the public affairs and “all other” program categories (lines 2 and 3 of the above chart), indicating the title, source, type, brief description, time broadcast and duration of each program.

16. Did the amount of time applicant devoted to non-entertainment programming (lines 2, 2, and 2 of the above chart) during the composite week vary substantially from the representations made in applicant’s last application?

☐ YES ☐ NO

If YES, attach as EXHIBIT 16 a statement explaining the variations.

17. State the number of 60-minute segments in the composite week (beginning with the first full clock hour and ending with the last clock hour of each broadcast day) containing over 16 minutes of commercial matter; 2 segments in EXHIBIT 17, each segment and the day or time broadcast with headings of “Amount of Commercial Time in Segment” and “Day and Time Broadcast”.

18. Do the applicant’s commercial practices during the composite week vary from the representations made in applicant’s last application?

☐ YES ☐ NO

If YES, clarify in EXHIBIT 18 the variations and the reasons therefor.

19. State the maximum amount of commercial matter applicant proposes normally to allow in any 60-minute segment (Minutes 20.1) and the limit per hourly segment that would then apply under those circumstances to regular commercial (Minutes 20.3) and political advertising (Minutes 20.4) using the formula in (10) of total operating hours during pre-schedule.

20. Describe briefly applicant’s program format(s) during the past 12 months. Easy Rock music, News, Public Affairs, All Others.

21. Does the applicant’s station duplicate the programming of another radio station?

☐ YES ☐ NO

If YES, state:

KRPK-AM

(a) the call letters of the duplicated station

(b) the population of the community of license of the duplicated station

(c) the population of the community of license of the station for which renewal is sought

(d) the total number of broadcast hours in the composite week

(e) the amount of programming duplicated during the composite week

22. Attach as EXHIBIT 22 any additional information which, in applicant’s judgment, is necessary to adequately describe or to present fairly its services and operations in relation to the public interest.

PART V - EQUAL EMPLOYMENT OPPORTUNITY

23. Attach as Exhibit 23 a description of the program the applicant proposes to follow during the coming license term and, where applicable, a description of any complaint by which the applicant is authorized to follow the coming license term to assure equal employment opportunity for minorities and women.

24. Attach as EXHIBIT 24 a brief description of any complaint which has been filed before the agency having competent jurisdiction over the complaints made by federal, state, territorial or local law alleging unlawful discrimination in the employment practices of the station, including the persons involved, the date of filing, the court or agency, the file number (if any), and the disposition of the case.

THE APPLICANT hereby waives any claim to the use of any particular frequency or the other as against the regulatory power of the United States, because of the previous use of the same, whether by license or otherwise, and requests no authorization in accordance with this application. (See Section 304 of the Communications Act.)

THE APPLICANT acknowledges that all the statements made in this application and attached exhibits are considered material representations and that any exhibits are a material part hereof and are incorporated herein as set out in full in the application.

CERTIFICATION

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Signed and dated this 22 day of November, 1972.

BROOKINGS BROADCASTING COMPANY

President-Manager

Signature

Title

FCC NOTICE TO INDIVIDUALS

The solicitation of personal information requested in this application is authorized by the Communications Act of 1934, as amended, and by 47 CFR 1.1001.

The principal purpose for which the information will be used is to determine if the benefit requested is consistent with the public interest. The solicitations and personal information will be used to verify the accuracy of the application, to determine the applicant's eligibility to obtain a license or make changes in an existing license, to provide the public with useful information about the applicant and the application, and to ensure that the purpose for which the information is solicited is not abandoned.

The applicant is required to provide the information requested. The applicant will be denied a license or the application will be rejected if the information is not provided.

The application may be amended or denied, without action having been taken upon it or at any time thereafter, if the information is not provided.


FCC Form 120

April 1978
APPLICANT FOR RENEWAL OF LICENSE FOR
COMMERCIAL AM OR FM RADIO BROADCAST STATION

PART I - GENERAL INFORMATION

1. NAME OF APPLICANT
   BROOKINGS BROADCASTING COMPANY

2. RENEWAL REQUESTED FOR FOLLOWING EXISTING FACILITIES

   CALL LETTERS: KBXK
   FREQUENCY: 1420 KHz
   CHANNEL NO: __
   POWER IN KILOWATTS: __

   NIGHT: __
   DAY: __
   HOURS OF OPERATION: __
   Sharing with: __
   Limit: __
   Other: __

3. RENWWAL IS ALSO REQUESTED FOR THE FOLLOWING:

   AM
   FM
   DAY: __
   NIGHT: __
   AUXILIARY ANTENNA: __
   X: __
   AUXILIARY TRANSMITTER: __
   ALTERNATE TRANSMITTER: __
   SUBSIDIARY COMM. AUTHORIZATION: __

PART II - LEGAL

4. If applicant's Ownership Report (FCC Form 323) filed with this application is EXHIBIT 4?
   YES □ NO □
   If NO, give the date of filing of the last Ownership Report and the station's call letters of the renewal application with which it was filed.

5. Is the applicant in compliance with the provisions of Section 310 of the Communications Act of 1934, as amended, relating to the interests of aliens and foreign governments?
   YES □ NO □

6. Is the applicant or any officer, director, or principal stockholder (any person owning 25% or more of applicant's stock) an officer, director, or 25% or more stockholder in a newspaper publishing company, a CATV company, a company engaged in broadcasting related activities?
   YES □ NO □
   If YES, attach as EXHIBIT 6 a complete listing and description of these interests.

(File No. FOR COMMISSION USE ONLY)

7. Since the filing of the applicant's last renewal application for this station or other station application, has an adverse finding been made or final action been approved by any court or administrative body with respect to the application or party to the application concerning any civil or criminal suit, action, or proceeding, brought under the provisions of any federal, state, territorial or local law relating to the following: unfair competition; false advertising; unlawful restraint of trade; the use of unfair methods of competition, fraud, unfair labor practices, or discrimination?
   YES □ NO □
   If YES, attach an EXHIBIT 7 in full description, including identification of the court or administrative body, proceeding by its number, the person and matters involved, and the disposition of the litigation.

PART III - ENGINEERING

8. Are the following technical reports completed and available for Commission inspection?
   YES □ NO □
   Equipment performance measurements for each main and alternate transmitter made within four months of the filing date of this application.
   YES □ NO □
   For directional AM stations operated by remote control:
   YES □ NO □
   Annual skeleton reports of antenna performance made during the past license term.
   YES □ NO □
   For directional AM stations operated by lesser grade operators: At least one partial report of antenna performance made during the past three years, and skeleton reports made the other two years.

9. Transmitters (Main and Alternates)
   Manufacturer and Type No. Harris-Gates B-111
   Gates Vanguard 1 Audio
   Use (I.e. Main or Alternate): (I) \( \text{Daytime only} \)
   Total plate current to last radio stage in amperes: __
   Plate voltage applied to last radio stage in volts: __
   Efficiency factor \( F \) of the transmitter at operating power: __
   Transmitter power output in kilowatts: __
   Antenna or common point monitor reading in amperes: __

10. Directional Antenna Operating Values (AM only)
   \( \text{Directional Antenna Operating Values} \)
   \( \text{Day} \) \( \text{Night} \) \( \text{Value} \) \( \text{Ratio} \)
   \( 4.43 \) \( 4.43 \) __ __
   __ __ __ __

11. Identify by manufacturer and type the antenna monitor used to take the above readings:
   \( \text{Antenna Monitor Current} \)
   \( \text{Day} \) \( \text{Night} \) \( \text{Value} \) \( \text{Ratio} \) \( \text{Value} \) \( \text{Ratio} \)
   \( \text{Does not apply} \)

12. Are monitoring point values within limits specified in the station license?
   YES □ NO □
   If NO, attach as EXHIBIT 10 a complete explanation and a statement of what is being done to correct it.

   Signature: __
   Telephone: __
   (Include area code)

   YES □ NO □
   If YES, attach as EXHIBIT 10 a complete explanation and a statement of what is being done to correct it.

   Signature: __
   Telephone: __
   (Include area code)

   YES □ NO □
   If YES, attach as EXHIBIT 10 a complete explanation and a statement of what is being done to correct it.
PART IV - PROGRAMMING

11. Has applicant placed in its public inspection file at the appropriate times the required documentation relating to its efforts to ascertain the community problems, needs, and interests? 
   ☐ YES ☐ NO If NO, attach an EXHIBIT 11 a complete statement of explanation.

12. Attach an EXHIBIT 12 applicant's community leader checklist for the preceding license term.
   ☐ DOES NOT APPLY.

13. Has the applicant placed in its public inspection file at the appropriate times its annual list of those problems, needs and interests which, in the applicant's judgment, warranted treatment by station and typical and illustrative programming in response thereto? 
   ☐ YES ☐ NO If YES, attach these listings as EXHIBIT 13.

14. (a) Attach an EXHIBIT 14 an exact copy of the program logs for the quarter for responding to these form a herein. Applicants utilizing automatic program logging devices must comply with the provisions of Sections 2.5112(f) and 73.282(f) of the Commission's rules.
   (b) Program Types

   Previously Proposed
   Composite Week
   Minimum Proposed

<table>
<thead>
<tr>
<th>PROGRAM TYPES</th>
<th>Minutes of Operation</th>
<th>% of Total</th>
<th>Minutes of Operation</th>
<th>% of Total</th>
<th>Minutes of Operation</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>600</td>
<td>1.0</td>
<td>253</td>
<td>14.3</td>
<td>700</td>
<td>13.2</td>
</tr>
<tr>
<td>Public Affairs</td>
<td>80</td>
<td>1.5</td>
<td>128</td>
<td>2.4</td>
<td>120</td>
<td>2.3</td>
</tr>
<tr>
<td>All other programs, exclusive of minor and specials</td>
<td>460</td>
<td>8.7</td>
<td>461</td>
<td>8.7</td>
<td>460</td>
<td>8.7</td>
</tr>
</tbody>
</table>

   TOTALS: 1740 22.2 | 1342 25.4 | 1280 24.3

15. Attach an EXHIBIT 15 these programs in the composite week included in the public affairs and "all other" program categories (Lines 2 and 3 of the above chart), indicating the title, source, type, brief description, time broadcast and duration of each program.

16. Did the amount of time applicant devoted to non-commercial programming include in the public affairs and "all other" program categories (Lines 2 and 3 of the above chart) during the composite week vary substantially from the representations made in applicant's last application? 
   ☐ YES ☐ NO If YES, attach an EXHIBIT 16 a statement explaining the variations.

17. State the number of 60-minute segments in the composite week (beginning with the first full clock hour and ending with the last clock hour of each broadcast day) containing 18 minutes of commercial transmission. List in EXHIBIT 17 each segment and the day and time broadcast with headings of "Amount of Commercial Time in Segment" and "Day and Time Broadcast".

18. Do the applicant's commercial practices during the composite week vary from the representations made in applicant's last application? 
   ☐ YES ☐ NO If YES, explain in EXHIBIT 18 the variations and the reasons therefor.

19. State the maximum amount of commercial matter applicant proposes manually to allow in any 60-minute segment (minutes 18) State the percentage of hourly segments per week this amount is expected to be exceeded (60%) and the limits thereby established that would then apply under those circumstances to regular commercial (minutes 20) and to political commercial matter (minutes 22) accounting for (10%) of total operating hours during pre-selection periods.

20. Describe briefly applicant's program format during the past 12 months.

   - 75% MUSICAL AFFAIRS & ALL OTHERS
   - 25% MUSIC, SPORTS, PUBLIC AFFAIRS & ALL OTHERS

21. Does the applicant's station duplicate the programming of another radio station? 
   ☐ YES ☐ NO If YES, state:
   (a) the call letters of the duplicated station
   (b) the population of the community of license of the duplicated station
   (c) the population of the community of license of the station for which renewal is requested
   (d) the total number of broadcast hours in the composite week

22. Attach an EXHIBIT 22 any technical information which, in applicant's judgment, is necessary to adequately describe or to present fairly its services and operations in relation to the public interest.

PART V - EQUAL EMPLOYMENT OPPORTUNITY

23. Attach an EXHIBIT 23 a description of the program the applicant proposes to follow during the coming license term and, where applicable, the programs implemented during the past license term to ensure equal employment opportunity for minorities and women.

24. Attach an EXHIBIT 24 a brief description of any complaint which has been filed before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station, including the persons involved, the date of filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

THE APPLICANT hereby waives any claim to the use of any particular frequency or of the service as against the regulatory power of the United States, because of the previous use of the same, whether by license or otherwise, and requests an authorization in accordance with this application. (See Section 306 of the Communications Act)

THE APPLICANT acknowledges that all the statements made in this application and attached exhibits are considered material representations and that all the exhibits are a material part hereof and are incorporated herein as set out in full in the application.

CERTIFICATION

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Signed and dated this 22 day of November, 1975.

Robert F. Lucas

President-Manager

BY SIGNATURE

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE
PUNISHABLE BY FINE AND IMPRISONMENT, U.S. CODE, TITLE 18, SECTION 1001.

FCC NOTICE TO INDIVIDUALS

The solicitation of personal information requested in this application is provided by the Communications Act of 1934, as amended. The principal purpose(s) for which the information will be used is to determine if the benefit requested is consistent with the public interest.

The staff, consisting of attorneys, accountants, engineers, and application examiners, will use the information to determine whether the application should be granted, denied, dismissed, or designated for hearing. If all the information requested is not provided, the application may be returned without action having been taken upon it or its processing may be delayed while a request is made to provide the missing information. Accordingly, every effort should be made to provide all necessary information.
APPENDIX K

SIOUX VALLEY ELECTRIC SURVEY
IN OUR OWN SIX-COUNTY AREA WE COMPLETELY DOMINATE LISTENERSHIP — AND WE'RE THE SECOND MOST LISTENED TO STATION IN THE . . .

WHOLE EAST-RIVER AREA

EAST RIVER SURVEY SHOWS KBRK AS THE NO. 2 STATION IN THE EASTERN HALF OF SOUTH DAKOTA

FEDERAL LAND BANK ASSOCIATION SAYS — "3 OUT OF 4 FARMERS IN A 50-MILE RADIUS LISTEN TO KBRK

HOOPER SURVEY SHOWS KBRK WITH 93.1% OF THE AUDIENCE IN BROOKINGS COUNTY

IF YOU WANT TO REACH THE HEART OF EASTERN SOUTH DAKOTA . . . AND BONUS LISTENERS IN WESTERN MINNESOTA . . . YOUR BEST BUY IS

KBRK — BROOKINGS
1000 WATTS AT 1430 KHZ
3 Surveys Show
How KBRK
Penetrates
Eastern South Dakota and
Western Minnesota!
Why Such Excellent Ratings and Sponsor Satisfaction?

Maybe it's Bert Getz... No. 1 announcer since the station went on the air 13 years ago. Bert has the friendly style and humor that attract and keep listeners year after year. Hardly a week goes by that he's not making a personal appearance for some meeting or program in our listening area.

Maybe it's our nature approach to programming—good middle-of-the-road music, a healthy balance of agricultural, weather, sports and religious programs.

Maybe it's our emphasis on local and area news coverage, including direct newscasts from six area towns. MORE THAN HALF of our total news time is devoted to local and area news.

Whatever the reason, surveys prove KBRK has the listeners and can motivate them to buy. A letter or telephone call to Bob Reimers or Grant Peterson will put KBRK to work for YOU!
in the Radio Survey taken at the Brookings Mall
during the "Top-O-The-Mornin' Sale."

500 people answered the question...

What radio station do you listen to most often.

Their response was overwhelmingly conclusive:

<table>
<thead>
<tr>
<th>Station</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBRK</td>
<td>400</td>
</tr>
<tr>
<td>KELO</td>
<td>51</td>
</tr>
<tr>
<td>KESB</td>
<td>14</td>
</tr>
<tr>
<td>KLOM</td>
<td>9</td>
</tr>
<tr>
<td>KJAM</td>
<td>5</td>
</tr>
<tr>
<td>KLAM</td>
<td>1</td>
</tr>
<tr>
<td>KMGE</td>
<td>6</td>
</tr>
<tr>
<td>KGK</td>
<td>0</td>
</tr>
<tr>
<td>KWWO</td>
<td>4</td>
</tr>
</tbody>
</table>

*APPENDIX L*

BROOKINGS MALL SURVEY

All towns in the area were represented -- from
tyler, Minnesota, to Huron, South Dakota -- from
Watertown to Flandreau and Sioux Falls. Others
were mostly out-of-town visitors and included
stations from California, Kansas, and some that
we have never heard of.

Yes, KBRK AM and KGKG FM dominate
this trade area. You know you'll get
results when we can prove ours.
In the Radio Survey taken at the Brookings Mall during the "Top-O-The-Mornin’ Sale,"

580 people answered the question...

What radio station do you listen to most often?

Their response was overwhelmingly conclusive:

<table>
<thead>
<tr>
<th>Station</th>
<th>Listeners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBRK</td>
<td>463</td>
<td>79.9%</td>
</tr>
<tr>
<td>KELO</td>
<td>51</td>
<td>8.7%</td>
</tr>
<tr>
<td>KXRB</td>
<td>9</td>
<td>1.5%</td>
</tr>
<tr>
<td>KLOH</td>
<td>9</td>
<td>1.5%</td>
</tr>
<tr>
<td>KIXX</td>
<td>7</td>
<td>1.2%</td>
</tr>
<tr>
<td>KNWC</td>
<td>6</td>
<td>1.0%</td>
</tr>
<tr>
<td>KJAM</td>
<td>5</td>
<td>.9%</td>
</tr>
<tr>
<td>WCCO</td>
<td>4</td>
<td>.7%</td>
</tr>
<tr>
<td>KKRC</td>
<td>4</td>
<td>.7%</td>
</tr>
<tr>
<td>KESD</td>
<td>4</td>
<td>.7%</td>
</tr>
<tr>
<td>KWAT</td>
<td>3</td>
<td>.5%</td>
</tr>
<tr>
<td>KOKK</td>
<td>2</td>
<td>.3%</td>
</tr>
<tr>
<td>KORN</td>
<td>2</td>
<td>.3%</td>
</tr>
<tr>
<td>KKGB</td>
<td>2</td>
<td>.3%</td>
</tr>
<tr>
<td>OTHERS</td>
<td>9</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

All towns in the area were represented -- from Tyler, Minnesota, to Huron, South Dakota... from Watertown to Flandreau and Sioux Falls. Others were mostly out-of-town visitors and included stations from California, Kansas, and some that we have never heard of.

Yes, KBRK am and KGKG fm dominate this trade area. You know you’ll get results when we can prove ours.
## APPENDIX M

**ADVERTISING RATE CARD EFFECTIVE JUNE 1, 1979**

### KBRK

**1000 Watts**  
*Middle of the Road Music—Information Radio*

<table>
<thead>
<tr>
<th>REGULAR OPEN RATES—BEST TIME AVAILABLE—PER CALENDAR YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 Seconds</td>
</tr>
</tbody>
</table>

**FIXED POSITIONS—GUARANTEED WITHIN ONE HOUR—ADD 20%**

<table>
<thead>
<tr>
<th>PACKAGE RATES—TO BE USED IN ONE WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Seconds</td>
</tr>
<tr>
<td>60 Seconds</td>
</tr>
</tbody>
</table>

### KGNU

**2000 Watts Stereo**  
*Contemporary Mobile Radio*

<table>
<thead>
<tr>
<th>REGULAR OPEN RATES—BEST TIME AVAILABLE—PER CALENDAR YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 Seconds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PACKAGE RATES—TO BE USED IN ONE WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Seconds</td>
</tr>
<tr>
<td>60 Seconds</td>
</tr>
</tbody>
</table>

**ALL RATES LISTED ARE NET TO STATIONS**  
**PROGRAM AND REMOTE BROADCAST RATES ON REQUEST**
**KBRK AM 1420**

1000 Watts

*Middle of the Road Music—Information Radio*

**Rate Card #5**

**Effective June 1, 1979**

<table>
<thead>
<tr>
<th>REGULAR OPEN RATES—BEST TIMES AVAILABLE—PER CALENDAR YEAR</th>
<th>1x</th>
<th>26x</th>
<th>52x</th>
<th>156x</th>
<th>260x</th>
<th>520x</th>
<th>1000x</th>
<th>2000x</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Seconds</td>
<td>$5.00</td>
<td>$4.50</td>
<td>$4.10</td>
<td>$3.80</td>
<td>$3.50</td>
<td>$3.30</td>
<td>$3.20</td>
<td>$3.10</td>
</tr>
<tr>
<td>60 Seconds</td>
<td>7.00</td>
<td>6.50</td>
<td>6.00</td>
<td>5.60</td>
<td>5.20</td>
<td>4.90</td>
<td>4.70</td>
<td>4.60</td>
</tr>
</tbody>
</table>

**FIXED POSITIONS—GUARANTEED WITHIN ONE HOUR—ADD 25%**

<table>
<thead>
<tr>
<th>PACKAGE RATES—(TO BE USED IN ONE WEEK)</th>
<th>5x</th>
<th>10x</th>
<th>25x</th>
<th>50x</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Seconds</td>
<td>22.50</td>
<td>42.50</td>
<td>100.00</td>
<td>187.50</td>
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<tr>
<td>60 Seconds</td>
<td>32.50</td>
<td>60.00</td>
<td>145.00</td>
<td>287.50</td>
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</table>

**KGKG FM 94.5**

3000 Watts Stereo

*Contemporary Music Radio*

<table>
<thead>
<tr>
<th>REGULAR OPEN RATES—BEST TIMES AVAILABLE—PER CALENDAR YEAR</th>
<th>1x</th>
<th>26x</th>
<th>52x</th>
<th>156x</th>
<th>260x</th>
<th>520x</th>
<th>1000x</th>
<th>2000x</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Seconds</td>
<td>$4.00</td>
<td>$3.60</td>
<td>$3.30</td>
<td>$3.00</td>
<td>$2.80</td>
<td>$2.65</td>
<td>$2.55</td>
<td>$2.50</td>
</tr>
<tr>
<td>60 Seconds</td>
<td>5.60</td>
<td>5.20</td>
<td>4.80</td>
<td>4.50</td>
<td>4.20</td>
<td>3.90</td>
<td>3.75</td>
<td>3.70</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PACKAGE RATES—(TO BE USED IN ONE WEEK)</th>
<th>5x</th>
<th>10x</th>
<th>25x</th>
<th>50x</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Seconds</td>
<td>18.00</td>
<td>34.00</td>
<td>80.00</td>
<td>150.00</td>
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<tr>
<td>60 Seconds</td>
<td>26.00</td>
<td>48.00</td>
<td>115.00</td>
<td>230.00</td>
</tr>
</tbody>
</table>

**ALL RATES LISTED ARE NET TO STATIONS**

**PROGRAM AND REMOTE BROADCAST RATES ON REQUEST**

**POST OFFICE BOX 97**

**BROOKINGS, S.D. 57006**

**605/692-1430**
BIBLIOGRAPHY

Artist's rendition of KBRK AM-KGKG FM coverage area (n.p., n.d.).


"Brookings Welcome KBRK." Brookings Booster, 3 August 1955, p. 5.


Fuller, LaVonne. KBRK-KGKG radio station, Brookings, South Dakota. Interview, 15 August 1980.

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_____ . KBRK-KGKG radio station, Brookings, South Dakota. Interview, 7 November 1980.

"One-Half Century of Sioux Falls Broadcasting." Channel 9, OWL-TV, 9 October 1980, 8:00 P.M., Sylvia Henkin interviews Red Stangland.


Peterson, Grant. KBRK-KGKG radio station, Brookings, South Dakota. Interview, 10 December 1980.


_____ . Compiled a list of employees that have worked at the station during the twenty-five year history, 16 October 1980.

"Radio." Minneapolis Tribune, 9 November 1980, p. 11S.

Rate Card #5 from KBRK-KGKG's advertising department, effective 1 June 1979.


_____ . KBRK-KGKG radio station, Brookings, South Dakota. Interview, 10 December 1980.

______. KBRK-KGKG radio station, Brookings, South Dakota. Interview, 14 February 1981.


______. KBRK-KGKG radio station, Brookings, South Dakota. Interview, 4 November 1980.


