

# BLAINE FINCH

---

Telephone (913) 242-8106

919 East 9th  
Ottawa, Kansas 66067

January 15, 1996

Galen Bunning, General Manager of KTJO  
OU Box #10  
1001 S. Cedar  
Ottawa, Kansas 66067

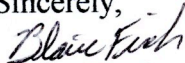
Dear Mr. Bunning,

It has recently come to my attention that you are in the process of attempting to boost the listenership of your radio station, KTJO. While I definitely think that this attempt is a valid one and one that should be made I would like to offer my opinions on some of the methods that may be used to accomplish your goal.

- Foster a spirit of professionalism. While your station is non-profit nothing will gain listeners and keep them listening better than DJs who do not use slang, read coherently, and report stories of more substance than who was at the "big party" over the weekend.
- Play one style of music. While I respect the diversity of the people who man the KTJO microphones and their musical preferences, consistency would benefit both them and the station more. There is no professional station that I have ever heard that changes the style of their music every two hours. No station in the real world does it, and it makes no sense for a station trying to prepare future broadcasters to engage in a practice that is unused and impractical. Furthermore, in order to build a large and consistent listener base a station should model their play lists on those of successful stations that have such listener bases.
- Make use of your public relations people. KTJO may serve the University first, but would do well to utilize the people of the town to increase listeners. While I am not qualified to lay down specific strategies I think that this is a large untapped market that someone in public relations could maximize.
- Start earlier. It would be a useful strategy to start a six in the morning and cover such things as school closings and local and national news. This would allow the station to compete with KOFO and gain community listeners.

These are but a handful of suggestions and I make them only under the pretense of helping an institution that I think has great value and could be used in a more efficient manner. If there is any way that I can clarify myself or answer any questions please let me know.

Sincerely,

  
Blaine Finch

January 16, 1997

Mr. Finch,

I want to thank you for your letter of suggestions for KTJO. I would like to address some of the issues that you mentioned and give some background to the methods that KTJO employs. It is true that I, as general manager wish to increase our listenership. Radio stations are very competitive and are always needing to stay on the top of the ratings polls to maintain income standards. This is done in a variety of ways through on air programming as well as promotional activities. The overriding factor to all of these decisions is the target market of that particular station.

Each of your suggestions does effect our target market and I will go through them point by point. The first suggestions is to foster a spirit of professionalism. I agree whole heartedly. There are two distinct divisions of KTJO; executive staff and the on-air personalities. To become a staff member a person must apply and have certain required classes already taken that develop the awareness of radio responsibilities. To be a D.J. all a person needs is to sign up for radio workshop. The reasoning for this is two fold.

- 1) Radio workshop, at Ottawa University, is seen more as an extracurricular activity than it is at other colleges. We allow anyone, no matter class rank or major, to participate, this does incorporate those that are not as well spoken and not as quick witted.



Your third point is to utilize public relations people. This is a good point and one that KTJO has already acted on. This coming semester you will see an increase in local high school activities that are broadcast at KTJO. KTJO like any station is licensed to the community in which it resides and we are ever increasing the opportunities to be heard and seen.

The fourth point is to start earlier. KTJO would not be able to go on the air at six in the morning because of staff availability. The second reason is that our target audience is not listening at six in the morning, <sup>The point about</sup> ~~and for~~ news, our audience is not a news minded audience.

Many of these suggestions and comments have a common denominator and that is; ~~that~~ KTJO is not a commercial station. You mentioned in the letter that we are a non-profit <sup>station,</sup> ~~but~~ we are also non-commercial and educational. Those two points are the largest in determining how the executive staff at KTJO decides how to air our programming. Commercial stations have five hour air shifts with personalities that have had years of experience. We do not. Commercial stations have a staff of sales, management, production, engineering, promotions, traffic/copy, public relations, and personalities that all work forty hours a week to produce the on-air programming that you hear. We do not. As a college station completely staffed and run by students our first priority is to be a student.

2) Allowing individuals who have not decided on a major to participate in radio helps to enhance the program. KTJO has had countless members change major or decide that communications is the major he/she wanted to pursue after spending one or two semesters as a on-air personality. I have three such individuals on staff this semester.

Your second suggestion is to play one style of music. This is one of the two largest areas that deal with KTJO's target market. Developing a target audience is difficult to do and necessitates extensive research of endless demographics. KTJO has developed that our target market is actually two fold, music and sports.

MUSIC; 16-23

SPORTS: MEN 21-45

This is different than most stations but realistic to the community that KTJO serves. Our music listenership is high school and college age but in broadcasting the college athletics our audience ~~shift~~ changes to men in college <sup>then</sup> to middle age. We do change music style throughout the day but in a controlled and publicized manner. KTJO plays top 40 and alternative music for the most part. This semester we will have specialty shows of international, country, urban, and 70's & 80's. All of these categories are relevant and wanted on this campus and in the community. Other stations do change their music styles and post play lists very similar to the ones that KTJO produces.

# Ottawa University

KTJO-FM 88.9 mHz

1001 S. Cedar, Ottawa, Kansas 66067-3399  
(913) 242-5200 FAX (913) 242-7429

KTJO allows those who think it's fun or even a career to participate as D.J.'s and that means we receive the bad with the good the confident with those that need some coaxing just like any other class that you may be in here at Ottawa. In ~~final~~ closing we at KTJO appreciate your suggestions and wanted to give you more insight to our operations and the reasons ~~KTJO we do~~ <sup>it does</sup> ~~what we do~~ <sup>does what</sup>. I hope that you will continue to listen as we develop even further the possibilities that college radio holds.

SINCERLY,

GALEN BUNNING  
GENERAL MANAGER KTJO



# Ottawa University

---

KTJO-FM 88.9 mHz

1001 S. Cedar, Ottawa, Kansas 66067-3399  
(913) 242-5200 FAX (913) 242-7429

March 3, 1997

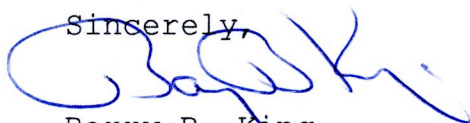
Mr. Art Laboe  
President  
Big Broadcast of Arizona  
889 West El Puente Lane  
Tucson AZ 85713

Dear Mr. Laboe:

This will confirm my verbal permission, via our telephone conversation of this date, for your company to use the KTJO call letters for an AM radio station in Arizona.

This permission is given by me as faculty advisor of KTJO-FM on behalf of the Board of Trustees of Ottawa University, Ottawa, Kansas, licensee of KTJO-FM. A copy of this letter will be placed in our Public File.

Sincerely,



Barry B. King  
Assistant Professor of Communication  
Faculty Advisor, KTJO-FM

cc: Hal Germer, University President  
Robert Duffett, Campus Provost

## **Howard Brad**

---

**From:** Mordy Murle  
**Sent:** Tuesday, February 13, 2001 10:23 PM  
**To:** Howard Brad  
**Subject:** KTJO

Dear Brad,

While I want to support the radio station on campus, I really think playing music outside at 10:25 p.m. is carrying things too far and is annoying at least to the neighbors. I just went to the Union to get a package and was blasted away by the music from a radio outside the station, just like that other time I wrote you. Well,.....

Murle Mordy, International Student Advisor and  
Director, English Language Institute  
Ottawa University, 1001 S. Cedar, #58, Ottawa, KS 66067-3399  
Tel: 785/229-1072  
Fax: 785/229-1008