



About the company

After 30 years of ownership Hudson Communications Corporation has sold KQRS AM/FM to Capital Cities/ABC Inc. We at KQRS are extremely proud to be acquired by the nation's largest and most respected broadcast company.

In the past year KQRS has grown to be the leading young adult radio station in Minneapolis/St. Paul. In two years (Fall '83 to Fall '85) KQRS AM/FM increased its overall audience by 80% while simultaneously building its twenty five plus audience.

Looking forward, we know the resources of Capital Cities/ABC Inc. will help us as KQRS AM/FM continues to grow and evolve.

KQRS AM/FM Profile

Coverage:

KQRS offers regional coverage utiliz-

ing a 100,000 WATT signal radiating from the tallest building in the Minneapolis/St. Paul area.

Format:

For eighteen years, KQRS has been Minnesota's Home of Rock and Roll and today KQ continues its rich "Album Oriented Rock" music tradition with a carefully researched Adult Album Rock format, targeting an 18-49 year old with a core audience of 25-34 adults. KQRS is formatted toward the evolving baby boomer lifestyle.

Talent:

KQ's on-air presentation is comprised of established Twin City radio personalities whose in-depth experience, highly visible profiles and individual styles complement the overall sound of KQRS.

Commercials:

Maximum of ten 30 and/or 60 second units per hour.

Information:

News-weather and traffic from Metro

Traffic Control, National Weather Service and Associated Press.

Promotion:

Highly visible in the marketplace with television, billboard, busboards, newspaper and outside promotional activity. In the past year KQRS has also given away four cars, thousands of dollars, and hundreds of prizes. KQRS AM/FM will continue to offer incentives to promote long term listening.

Creative:

KQRS is able to serve its advertisers with a complete line of creative services and improved production capabilities. KQRS Production Director, Mr. Tony Lee, has displayed the versatility necessary to create complex "theatre of the mind" production concepts as well as sale and promotional event radio commercials. Studios are located at: KQRS AM/FM 917 N. Lilac Drive, Mpls., MN 55422, 612-545-5601.

Home of Rock & Roll

**KORS:
PERCEPTION
AND
REALITY-
SOMETIMES AS
DIFFERENT AS...**

BLACK...

AND WHITE.

KQRS
92

KQRS 92
minnesota's best rock

That was then:

For many years, the KQRS logo said it all. Our listeners were "perceived" as Rock music fans, cruising Lake Street with radios cranked to 92.5 FM. Climbing to a 10.0, 12+ Arbitron rating, KQRS had captured the spirit of Minneapolis/St. Paul's young "Rockers." *

* 1979 Fall ARB, AQH Metro, M-S 6A-MID

Home of
Ball

KQRS 92

This is now:

But, times change.
And so should
perceptions.

Now, as we celebrate KQRS's 18th birthday, the station and our listeners have grown up together. We're still Minneapolis/St. Paul's Rock 'n Roll tradition, but we think it's time to show you a new "Reality."

The KQRS audience of *today*..



**Jan & Doug
Anderson
Eden Prairie, MN**

After procrastinating about writing, I finally decided that after 16 years of listening to a radio station, we must have a good thing going.

I was 18 when I started listening (Fall of 1969), I just turned 34. I am a registered nurse (I work labor & delivery) and started listening during nurse's training. My husband started tuning in before the service in 1968, and then when he returned in 1972. He just turned 36 and is a Civil Engineer. I remember as we dated I thought it was good we enjoyed the same music.

A while ago I thought Hmmmm, we are in our 30's, approaching so called "middle age," a boy and girl in school all day, (10 and 8½), maybe it's time to listen to other music. After all, *we've* changed over the years so certainly our taste in music should...? So I tried WLOL, KS95, even WLITE. However, I kept going back to KQ. I missed such favorites



familiar sounds, some reminiscing of years past—maybe it's helping to keep us young....

Thus, at 34 and 36 we do agree, "You're Never Too Old To Rock 'N Roll"! Looking forward to another 18 years (I'll be 52!!)



Say hello to the KQRS listener of the '80's.

Skeptical? Let's check the facts:

The core of today's KQRS AM/FM audience is in the 18-49 age range. We're growing stronger than ever in older demographics (25-49, 25-54) and women are joining the KQRS crowd in excellent numbers.* And there's more...

Of the typical KQRS AM/FM adult listener, 52% are college graduates, 38.3% live in middle income households (\$16,000-\$32,999), while an additional 48.8% reside in upper income households (\$33,000+). The *average* household income among adult Rock 'n Roll listeners is \$25-\$30,000 (with nearly 30% in the \$40,000+ range). 75% of the KQRS AM/FM listeners own 2 or more cars.**

Our listeners aren't living in the past — they are shaping the future. And at KQRS AM/FM, we're growing with them.

*1985 Fall Arbitron
**January-December 1985,
Birch Radio Data Mpls./St.
Paul, MN SMSA, Adults 18+
Cume Composition

**KORS
92**

Some people call
this "Rock."

We don't.





Welcome to "The Home of Rock 'n Roll"

The music you'll hear on 92.5 FM and 1440 AM is *not* mind-bending, screeching Heavy Metal. We know the "Baby Boomers" have their roots in *Mainstream Rock 'n Roll*. And *they* know that KQRS brings them only the best of the music they enjoy.

Tune in and you'll hear a blend of classic hits from artists like The Beatles, The Rolling Stones, The Eagles — along with the popular artists of today: Bruce Springsteen, Dire Straits, Phil Collins...

That's what we call Rock 'n Roll at KQRS.

Home
ROCK 'N

**KORS
92**

**Home sweet
home?**

Not anymore.





**Our audience is
at a new address.**

KQRS listeners are busy pursuing careers and raising families. Their generation makes up a large part of today's purchasing power and the days of decorating with orange crates are gone. This generation is living well.

Today, 61.9% of Adult Rock 'n Roll listeners *own* a residence. They rank #1 among *all* radio format listeners who have acquired a home video cassette recorder recently and are 30% *more likely* to have purchased living room furniture in the past 12 months.*

These people are moving up and so is 92 KQRS.

* 1985 Simmons Market Research Bureau

Home of
Rock 'n Roll

**KARS
92**

The primary
mode of
transportation...
yesterday



*Home of
1 roll*



**Evolved into
today's standards.**

You might see KQRS bumperstickers on every kind of car, but today our station image is *definitely* "Class."

In 1985 we gave away:

- 1 Mustang LX
- 1 IROC Z-28 Camaro
- 1 Pontiac Fiero
- 1 4x4 Toyota Truck

The average age of "Key Winners" of our vehicles was 27!

**KORS
92**

Man does not live
by "Junk Food"
alone.





The tastes of today.

Sure, most of us indulge in "junk food," but that's not all our audience is consuming. From fast foods to gourmet restaurants, the KQRS listener has grown up on dining out and they are continuing that trend. The average Adult Rock 'n Roll listener has dined out 10 or more times in the last month. Compared to *all* other radio formats, that makes our format type 22% *more likely* to be dining out heavily.*

In addition, 30% of KQRS's audience type spends \$75.00 to \$150.00 per week on groceries, making up a much larger composition of heavy grocery consumers than the average.**

If our listeners have an appetite for your products, we'll deliver the menu — you just take the orders.

* 1985 Simmons Market Research Bureau

**Birch Qualitative January-June 1984

**KORS
92**

Yesterday's
on-air staff.



Brad LeMay
Hal Hoover

Tac Hammer
Karen Wong

Kevin St. John
Marcie Boulter

Allan Stone
Nancy Rosen

Benjie McHie



Today's winning team.

Jay Jackson
Nancy Rosen

Tom Barnard
Hal Hoover

Dan Culhane
Wally Walker

Tony Lee
Dave Hamilton

Jack Hicks

John Lassman



In conclusion

The lifestyle of the KQRS audience reflects a generation of change. These people have outgrown the days of investing their "life savings" in the biggest, loudest stereo speakers they could find. These people are the adults of today. The Baby Boom Generation who are living well and making up the bulk of this nation's purchasing power.

Talk investments, finances, careers, furnishing a home, entertainment and even child care, and you are talking the language of the average KQRS listener.

What do they hold on to from the past?

A preference for the style of music they grew up with: *Mainstream Rock 'n Roll*—The Soundtrack of a generation. KQRS AM/FM plays Classic Rock mixed with today's new artists.

KQRS AM/FM—
the Home of Rock 'n Roll.

K

QUANTITY

RADIO

SELLS