



## ADVERTISER & LISTENER RATINGS

### ADVERTISER RESULTS & LISTENER COMMENTS

“I wanted to tell you how much I enjoyed the Bridal Expo. It was so well presented. I talked to a lot of people and set up several for follow up sessions...and more that will be great prospects for the future. I need to talk to you about getting involved in the Home Show, too. C.K. Mary Kay Representative.

“We sure enjoy your radio station. Listen to it all the time.” Sandy B., Osceola, MO

“Ken, you keep me on time for work every day. Sure enjoy hearing you and David Lee back together again...you two loveable knuckleheads keep me smiling’ at work.” Linda H., Benton County Schools, Lincoln, MO

“I really love Ken and Dave’s discussions in the mornings” Heather B., Clinton, MO

“Great Station! Always the music you want to hear!” A. Jones, Warsaw, MO

“My husband was traveling through the Truman Lake Region this week and was listening to your radio station. He couldn’t quit talking about how he liked the stations music.” Fonda W. Stewart Title of Kansas City

“Last Sunday I was surfing the AM stations in an attempt to find the NASCAR race being broadcast, after a long period of time of being unsuccessful I just gave up. And returned to FM, and by luck surfed on the KDKD and heard the broadcast of the race...I have recently moved west of the Warrensburg area and am not very familiar with the local stations...thanks again. I felt like I had hit a lottery...Thanks again...your new listener.” Larry S.

Richard Smith tells us about a recent customer who lives in Harrisonville. “He was on the road home listening to the NASCAR race on 95.3 KDKD, heard the commercial for my store and drove past Harrisonville...up to Belton to find the store and purchased \$200 worth of merchandise. An extra 20 miles out of his way to shop the store! Thanks KDKD.” Richard Smith, R. S. Diecast & Collectibles, Belton, MO.

**P.O. Box 448 or 2201 Antioch Rd. Clinton, MO 64735**  
**Toll Free 866-541-9595 Phone 660-885-6141 Fax 660-885-4801**  
**Email: [Sales@kdkd.net](mailto:Sales@kdkd.net) Web Site: [www.mykdkd.com](http://www.mykdkd.com)**

Creative promotions have helped Applebee's in Clinton enjoy a 15% increase in business over the past year. "These promotions help to bring customers in on certain slower nights, helping to bring up the sales for that particular week. We also find that many of those customers return to the restaurant many more times. KDKD helps us create new customers that become long-term customers." Erika Johns, GM, Applebee's of Clinton. "U Guys R the best thing that ever happened to the Internet." Billie Jean J. Loyal Listener Member 1045, Clinton, MO

"I was surfing the dial today and found a great new radio station, 95.3 KDKD. I had never heard this station in my area; your programming was like a breath of fresh air for our stagnant broadcast waves." John W. La Plata, MO

"You are doing great work, keep it up." Jenyfer S. Clinton, MO

"Ken and Dave are it!" Helen B. Deepwater, MO

"I have been a listener since I moved here in 2004. You guys do a great job. Keep up the good work." Jeff W. Clinton, MO

"Our Anniversary Sale at Pitt's Homes was in March and with our radio spots and live broadcast we generated four sales on Saturday...one for \$69,000. That couple purchased the double wide that was described in one of our remote segments. They drove down from Sedalia to see the home and bought it. Nice way to kick off another year!" Pitt's Homes of Clinton

"Just thought I'd let you know that since the radio remote with KDKD, we have sold almost 30 phones and our goal is to activate 40. We would just like to say thank you for all KDKD has done and that Diana Silvers has been of great help in assisting the needs of our company." Candy King, Affordable Cellular Systems, Clinton, Warrensburg

"I love this radio station!!! You play really good music and the DJ's do an excellent job." Beth T., Clinton, MO

"NASCAR!" Mark M., Loyal Listener Member 1247 Lee's Summit, MO

"We love your radio station. We can count on news and weather, etc. Thank you." Chris N. Warsaw, MO

"I manage to catch the farm reports on your station each day. They are helpful in my farming business." Russell M. Bates County, MO

"Bob and gang, everything went great Saturday at the Colgate Country Showdown! We sold 5 units that day along, which I am sure is a direct result of having everyone out here for the showdown. Diana has, once again, gone out of her way to make sure that

**P.O. Box 448 or 2201 Antioch Rd. Clinton, MO 64735**  
**Toll Free 866-541-9595 Phone 660-885-6141 Fax 660-885-4801**  
**Email: [Sales@kdkd.net](mailto:Sales@kdkd.net) Web Site: [www.mykdkd.com](http://www.mykdkd.com)**

everything went smoothly. We really love her here. Thanks a bunch for your great team!" Nancy Renfroe, Wilder RV's Clinton, MO

"We recently used the KDKD E Z Auction as a way to increase our advertising and the Trek 7100 sold...and when the couple came in to pick it up, they bought an additional bike! Thanks a lot for the help and give some props to Diana for her help!" Greg Patterson, Freeride Bike & Skate Shop, Warrensburg, MO

"Thank you so much for posting the KDKD News Brief on-line. I read it each day to keep up on what's happening back home." Barbara G. Kansas City

"I am the grandfather of two Appleton City athletes, Keelan and Salina Suranofsky. I cannot make every game, but now I can listen to them on the radio. Thank you so much for broadcasting the A/C games. Your play-by-play announcer is great and he can even pronounce their names correctly!" Cliff S. Butler, MO

"Dr. Mr. May, please allow me this opportunity to compliment Ms. Pleasants Murray, Account Executive from your stations. She proves herself to be a true professional in every aspect of our negotiations. She is knowledgeable of her subject matter and was a true joy to be around. I look forward to working with you and Pleasants in the future." Mark Muller, Owner, Max Motors, Butler, MO

"I just wanted to tell you how thankful I am that we have a radio station that is so community minded as KDKD. Last Thursday, we were on the Speakout Program with David Lee talking about the Angel Food Ministry. As of yesterday, we had 70 new orders and many or most were from people that had heard us on the show. Orders came in from Appleton City, Butler, Warsaw and Creighton. A church in Lincoln ordered 10. Thank you for the good work you do." Carolyn K. Clinton, MO

"Thank you KDKD for your Internet Radio broadcast of the girl's basketball games this year. I was able to hear my daughter play in her first game tonight. Soldier from Windsor, MO stationed in Afghanistan.

CLINTON ELKS LODGE DISASTER JUNE 2006 – Listener responses to coverage

"I want to thank KDKD for doing such a good job getting real information out to the public. My sister in Texas sent us your web site link and we were able to follow along hour by hour. I was raised in Clinton and still have many friends there, some were members of the Elks." Ron S. Allison, Colorado

**P.O. Box 448 or 2201 Antioch Rd. Clinton, MO 64735**  
**Toll Free 866-541-9595 Phone 660-885-6141 Fax 660-885-4801**  
**Email: [Sales@kdkd.net](mailto:Sales@kdkd.net) Web Site: [www.mykdkd.com](http://www.mykdkd.com)**

“At a time of tragedy in your community, KDKD AM-FM did what great local radio always does in times of crisis. You were the beacon of information and a lifeline to the Elks members and families. Particular thanks to David, Clay, Dave, and others who worked so hard round the clock to bring listeners facts.” Larry Patrick, Patrick Communications and Brokerage, Ellicott City, MD

“I just wanted to let you know of the outstanding job you all did on the disaster in Clinton. By keeping your web page up to date, I was able to follow what was going on.” Larry J, Park Hills, MO

“My name is Chris Drangle and I work in corporate communications for Alltel. We were glad we were able to provide some additional phones and service to you and your staff for the Elks coverage. By way of the store manager, Mary, thank you for the coverage you provided. We here in Little Rock watched your web page for updates.”

“I’m very impressed with your web coverage of the building collapse. As I grew up in Clinton and still have family there, I was following with great interest...and your web site coverage is better than most things I am seeing in Kansas City.” Tom T., Manager Public Relations, Unity Village, Mo

“I just wanted to thank you for your coverage this week. I grew up in Clinton and had family in that building, and was so grateful to get names released and incredibly timely coverage. “Amy D. Lives three hours away from Clinton.

“Wanted you to know how much I appreciated your web site this past week. I live in Belton and was in Clinton a few days before the disaster. I was listening to your FM station and heard about your web site. I began watching it when I heard about the Elks Club building falling in. Please tell the person who updates your web site that they are doing a great job.” Anita M., Dept. of Chemistry, Univ. of MO-KC

“So sorry to hear about the tragedy in Clinton. Great job covering the events in a very tough situation.” Shawn Jones, Associate Athletic Director, CMSU, Warrensburg.

“A big thanks from the Missouri net for KDKD’s reporting during a very stressful time. Dave Young was absolutely outstanding when I called him. He provided some timely updates for our state-wide reports.” Bob Priddy, News Director, The Missouri net

“Huge kudos on your reporting from the Elks building collapse. I was tuned in Monday evening and through til Tuesday so I didn’t miss anything.” Cassie E., American Century Investments, KC MO

“We sold one home during the remote and we have six more pending sales for next week. Thanks to KDKD for bringing us customers in this difficult economy”. Tim at The Home Center, Lincoln, Mo 10/2008.

**P.O. Box 448 or 2201 Antioch Rd. Clinton, MO 64735**  
**Toll Free 866-541-9595 Phone 660-885-6141 Fax 660-885-4801**  
**Email: [Sales@kdkd.net](mailto:Sales@kdkd.net) Web Site: [www.mykdkd.com](http://www.mykdkd.com)**