



## Station Overview

KLKS is centrally located in one of the fastest growing areas of Greater Minnesota. Crow Wing County was one of only four in the four state region that added more than 2-thousand-people between 1980 and 1990. Actually, our county grew by more than 6-thousand during the period.

The year-round population of Crow Wing County is just under 50 thousand. With second homeowners it swells to 100 thousand. Add another 100 thousand with weekenders and summer visitors.

Located in the heart of the Brainerd Lakes Area, KLKS serves folks over 35. The average age of the population in the last census was 35.8, compared to the average of 32.5 state-wide. The mature population is concentrated around the lakes because these are the people who have the wealth to afford the more expensive lakeshore and second homes. You can see why, their purchasing power is very important to area merchants.

K-Lakes aims to please folks 35 and up. We do that by offering a full service format featuring music, news, weather and lots of local information. Our music is popular since 1950. The Artists range from Frank Sinatra to Barbara Streisand... Hurricane Smith to Dave Gruisin.

The News is CNN, the folks who define global communications. Our Local News features events of importance to all our Brainerd Lakes-Area neighbors.

Maybe the best thing we do is keep an eye on the skies. K-Lakes features live regularly scheduled reports from licensed meteorologists several times a day, and immediate updates when necessary. Satellite providers give us an up to the moment bird's-eye-view on the weather world-wide. Listen for Live reports from Chief Meteorologist Tony Schumacher and his staff 365 days a year.



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