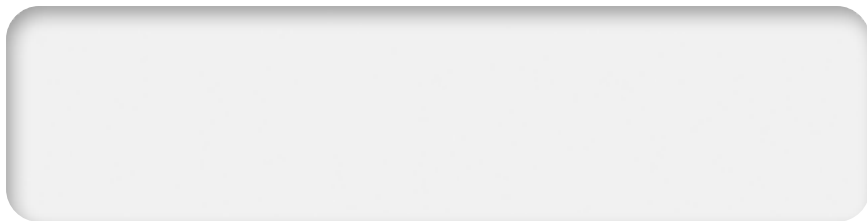


4717 Grand Ave., Suite 600  
Kansas City, MO 64112

Presorted  
Standard  
U.S. Postage Paid  
Americalist

Your opinion can now help  
Kansas City radio.  
Survey Inside!



## Your opinion counts

Please answer all questions. Mail card within seven (7) days. Your assigned station is [KFKF at 94.1 FM](#).

Sending your weekly email opinion is optional at [weeklylisteneropinion@kfkf.com](mailto:weeklylisteneropinion@kfkf.com). We ask that you send your completed weekly opinion each Thursday between now and June 23, 2005. Bonus cash amounts will be paid to those selected from the returned responder cards in the amount of **\$100** for each week an email response is captured.

Thank you for your help.

I listened to [KFKF 94.1](#) for at least one (1) hour during the week of \_\_\_\_\_, 2005.

I listened:

\_\_\_ Early Mornings (6 a.m. – 10 a.m.)

\_\_\_ Middays (10 a.m. – 3 p.m.)

\_\_\_ Afternoons (3 p.m. – 7 p.m.)

\_\_\_ Nights (7 p.m. – 6 a.m.)

I would rate: 1 = Disliked a lot      5 = Liked a lot

1. The Music on [KFKF 94.1 FM](#)                      1 2 3 4 5

2. The DJs on [KFKF 94.1 FM](#)                      1 2 3 4 5

3. The Morning Show on [KFKF 94.1 FM](#) 1 2 3 4 5

My other opinions about [KFKF](#) (personalities, music, etc.)

---

---

---

Information about you:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Birthday: \_\_\_\_\_

E-Mail Address (Optional) \_\_\_\_\_

Place  
Stamp  
Here

Opinion Radio Research  
4717 Grand Ave., Suite 600  
Kansas City, MO 64112