

Radio group purchases only local Topeka station

(MSC News)--Remaining local while expanding broadcasts into larger markets is the plan for Hiawatha, KS-based KNZA, Inc., with the radio station group soon to become the only locally owned radio station in Topeka.

The station group, organized as Many Signals Communications and serving northeast Kansas, northwest Missouri, and southeast Nebraska, awaits formal Federal Communications Commission approval to finalize the purchase of its latest radio station acquisition.

Station group President/Owner Justin Fluke tells MSC News the station, licensed to Effingham, Kansas, in Atchison County, is currently operated as KQRB 96.9 FM, a 50,000 watt station with a tower in Hoyt that's been on the air for less than two years and will match KNZA 103.9 FM as the group's biggest broadcast signal, while stretching its geographic footprint. "This opportunity popped up right in our backyard and fits perfectly with the landscape and geography of our MSC Radio Group," Fluke said. "We couldn't be more excited to expand our reach and create new opportunities for our advertisers and audience while opening new doors in the Topeka/Lawrence markets."

Currently broadcasting as an R&B format, Fluke says the process has begun to change the KQRB call letters to KOZA while searching for the perfect hits from the 90s to now HOT AC format. "Not only will the HOT AC format be a unique addition to our existing group of local stations, but it will be a music format currently not offered in the Topeka/Lawrence markets," Fluke said, adding that "we are thrilled to take on the title of being the only locally owned radio station in the Capitol City!"

Fluke, and KNZA Inc., now await final closing and the formality of FCC approval, projected for June, as the company works to determine the exact station name, brand, and logo prior to bringing KOZA on the air.

The purchase did not include any current KQRB employees, or studios, with Fluke planning to integrate the new station into KNZA Inc.'s current operations, and Hiawatha studio location.

KNZA Inc., known as Many Signals Communications, currently owns and operates five radio stations, including three in Kansas, KNZA 103.9 FM, in Hiawatha, KMZA 92.1 FM, in Seneca, and KAIR FM, in Atchison. All three have country music-focused formats. The group's Nebraska stations include Sunny 101.3 FM, which plays an adult contemporary format, as well as KTNC AM and FM, which broadcasts a classic hits format. All of the radio stations have a

first-and-foremost focus on the local communities they serve, including local sports, news, and weather.

The station group also operates two award winning websites, mscnews.net and mscsports.net.

Many Signals Communications