WELCOME TO OUR RADIO STATION

KORV
RADIO
1340
Your RADIO STATION coloring book.

EVERYONE LISTENS TO RADIO.
Do you know how Music, News and Commercials get inside your radio? Your trip to the Radio Station will help you understand how it works.

**This is the Station Manager.**

He is in charge of everything that goes into making your Radio Station work. We call this **Broadcasting**.
THIS IS THE STUDIO. The ANNOUNCER uses a MICROPHONE and it is his voice you hear on the Radio. When he plays music, he uses a HEADSET and we call him a DISC JOCKEY.

You also hear records, tape recordings and other voices on the Radio. The person who fits these together is the ENGINEER. He makes sure the equipment works correctly—not too loud, not too fast and at the right time.
The Radio Station has many ways to gather news so that listeners can know what is happening in the world. One way is a WIRE SERVICE MACHINE which prints the news.

THIS IS THE RECORD LIBRARY. There are many hundreds of records and tapes here, some old and some new. They are cataloged just like the books in your school library.
When the Radio is broadcasting, sounds are fed into the TRANSMITTER where they become SOUND WAVES. These signals are beamed from the TOWER into your radio set.
Many people work at the Radio Station and it takes a lot of equipment to broadcast a radio show. This means it takes a lot of money to run a Radio Station.

The Radio Station earns money by selling COMMERCIALS. The person who is in charge of commercials and advertisements is the SALES MANAGER.
ADVERTISING is an important part of the FREE ENTERPRISE system in the United States.

1. THE BICYCLE FACTORY SELLS BIKES TO THE BICYCLE STORE

2. THE BICYCLE STORE PAYS THE RADIO STATION TO BROADCAST ITS COMMERCIALS

3. THE RADIO STATION TELLS ITS LISTENERS ABOUT THE BICYCLE STORE

4. WHEN YOU HEAR THE RADIO COMMERCIAL, YOU KNOW WHERE TO BUY A BICYCLE.
Radio does many things for many people. Besides music, news and weather, the Radio broadcasts Sports, Religious Services, Community Announcements and Editorials.

WE CALL THIS PROGRAMMING.
Your RADIO STATION is full of Friends.

COME SEE US AGAIN.

This page is blank, so you can draw your own picture of something you saw at the Radio Station.