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PRESS RELEASE

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KRIB inducted into Iowa Rock 'n Roll Hall of Fame

September 13, 2021 – Alpha Media-Mason City is proud to announce the recent induction of KRIB into the Iowa Rock 'n Roll Hall of Fame.

Established in 1997, the Hall of Fame seeks to preserve the legacy and rock 'n roll music, paying tribute to those who have made a significant impact on Iowa's rock music scene. While hundreds have been inducted over the years, including artists, bands, disc jockeys, media representatives, and venues, KRIB enjoys the distinction of being one of just 16 radio stations to receive this recognition.

First signing on as KICM on March 15, 1948 at 1490 on the AM band, the station was affiliated with the Iowa Tall Corn Network and Mutual Radio Network. A few short years later, its call letters were changed to KRIB, increasing its power from 250 to 1000 watts.

As one of the first stations in Iowa to regularly play rock and roll, it captured a large audience of the area's teenagers. They would often gather together to listen to the remote broadcasts the station did from a booth above the Barrel Drive-In in Clear Lake.

Of historical significance, KRIB will forever be connected with fallen stars Buddy Holly, Ritchie Valens, and "The Big Bopper" J. P. Richardson. The station served as one of the sponsors of the "Winter Dance Party" at the Surf Ballroom in Clear Lake on February 2nd, 1959, their own KRIB on-air personality Bob Hale emceeding the event. The music world suffered a huge loss early the next morning when the three rock stars and their pilot, Roger Peterson, died after their plane crashed in a field northwest of the Mason City Municipal Airport.

KRIB pays respect to this history even today, changing its music format each year during the week of the "Winter Dance Party" remembrance to feature the hit songs of the late 1950s and early 1960s.

KRIB has gone through many format changes through the years, currently operating as an adult contemporary radio station featuring local news and Clear Lake Lions Sports. Besides broadcasting on AM-1490, KRIB also broadcasts its signal on an FM stereo translator at 96.7 and to a worldwide audience through its website.

Alpha Media is a diverse, multimedia company that owns or operates over 200 live broadcast radio stations serving 44 markets across the United States. In addition to our over-the-air broadcasts, Alpha audio products can be heard across multiple platforms, including all major smart devices. Strong relationships with our listeners and clients in the communities where we live and work keep Alpha Media true to its local-first heritage. www.alphamediausa.com.

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