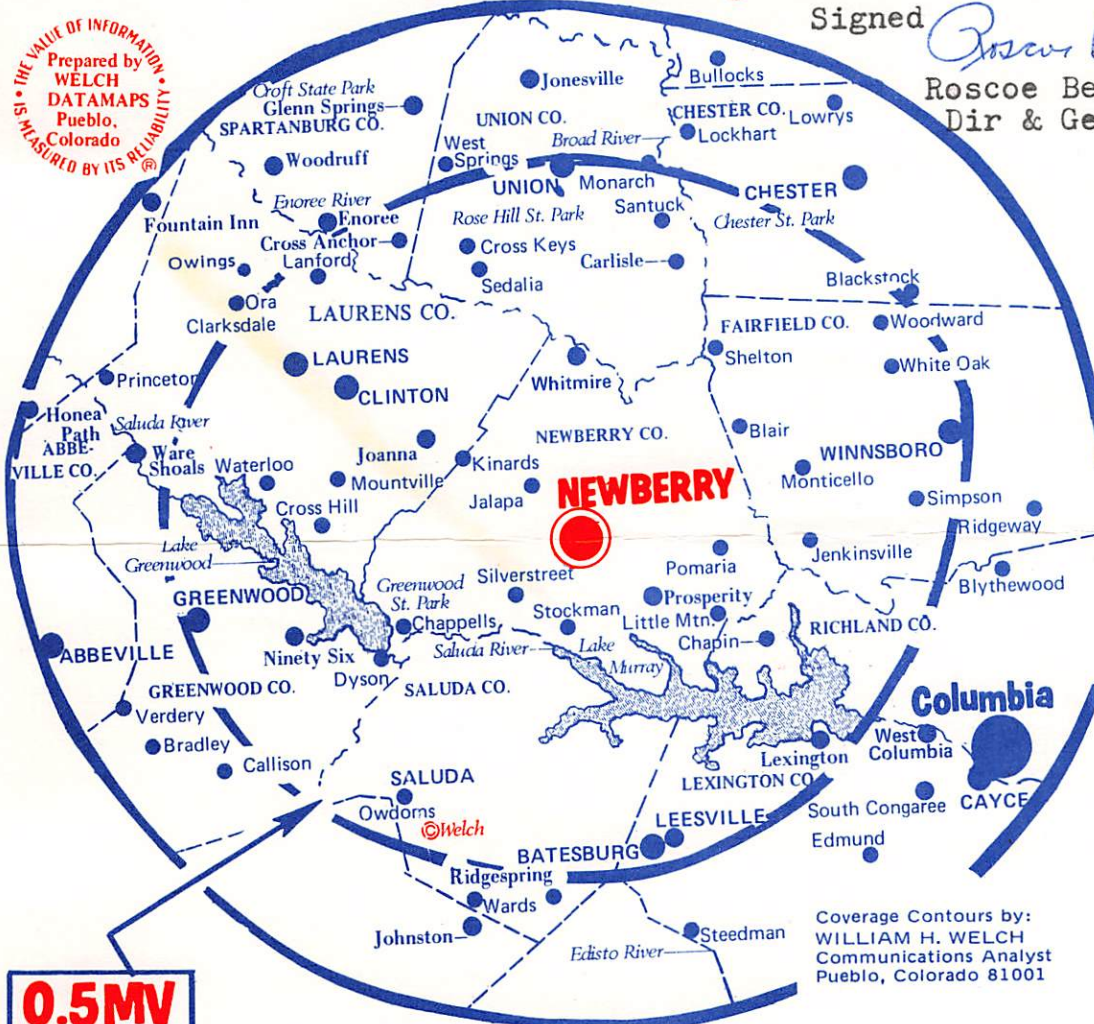


WKMG "The All American Country Sound" at 1520

Facts about Newberry, South Carolina

Prepared by WELCH DATAMAPS Pueblo, Colorado

Signed *Roscoe Bedenbaugh*
 Roscoe Bedenbaugh
 Dir & Gen Mgr



NEWBERRY, "the City of Friendly Folks" is located in the midst of the Progressive Piedmont and Upper Coastal Plain regions of South Carolina - just 40 miles from Columbia, the state capital, via Interstate 26.

Newberry is the home of Newberry College, a fully-accredited coed Lutheran-affiliated four-year liberal arts institution with 800 fulltime students.

Newberry County, founded over 200 years ago, is fertile country for farms, for industry, and for business.

Newberry County ranks 1st state-wide in marketing of eggs; 2nd in livestock and livestock products; second in total income from dairy products.

Leading Industries . . . Georgia Pacific, Owens-Illinois, Kendall Company, Newberry Mills, Anderson Hosiery, Southwest Forest Products, Central Soya, Damon International, Louis Rich Foods, J.P. Stevens Co., West Virginia Pulp & Paper Co., Champion Papers' U.S. Plywood Division, Shakespeare Products.

0.5MV



SOUTH CAROLINA BROADCASTERS ASSOCIATION

AMERICAN ENTERTAINMENT RADIO NETWORK



1520 Radio

1000 WATTS

Service Radio Company, Inc.
 Roscoe Bedenbaugh,
 Director & General Manager
 Glenn Street Ext'n.
 Postal Box 70

**Phone (803) 276-2507
 NEWBERRY, SOUTH CAROLINA
 29108**

Market Data:	0.5 MvM Coverage	0.25 MvM Coverage
Population	122,930	336,280
Households	36,340	103,200
Radio Homes	35,900	102,700
Auto Ownership	52,390	158,230
Farm Homes	4,300	8,200
Spendable Income	\$345,564,000	865,920,000
Total Retail Sales	\$202,803,000	577,643,000
Food Stores	\$ 48,795,000	142,910,000
Drug Stores	\$ 6,900,000	19,385,000
Department Stores	\$ 16,582,000	61,911,000
Apparel Shops	\$ 9,332,000	25,118,000
Homefurnishings	\$ 11,038,000	29,573,000
Auto Sales	\$ 42,204,000	138,932,000
Service Stations	\$ 16,720,000	55,633,000
Gross Farm Income \$	33,183,000	79,583,000

SOURCE: SRDS Consumer Market Data

WKMG RADIO programs a Modern Contemporary Country Music format for a diversified Adult/Young Adult audience. Programming includes ABC News on the half-hour; Headlines on the Hour; Weather every 15 minutes; Community News every hour; Network features including Paul Harvey News, Howard Cosell Sports, Business News and Public Affairs . . . farm news, market reports, Farm Agent reports, hospital reports, daily devotions, and obituaries are programmed daily.