

WDOC AM - WDOC FM

Station Profile

STATION: WDOC AM CITY: PRESTONSBURG, KY
WDOC FM

POWER: WDOC AM 5,000 W FREQUENCY: 1310
WDOC FM 100,000 KW FREQUENCY: 95.5 MC

YIMR: WDOC Daytime NETWORK: ABC
WDOC FM Fulltime

MANAGER: Gormon Collins ADDRESS: Box 309
Zip 41653

PHONE: 606/886-2338
606/886-8409

TYPE OF MARKET: Prestonsburg is located in Floyd County which has a series of small towns with a total population of about 70,000 people. The city of Prestonsburg accounts for better than 7,000 of these people. Prestonsburg stands on the threshold of eastern Kentucky's famous recreational region. Dewey Lake and Jenny Wiley State Park are local favorites...other recreational attractions are in all directions. Prestonsburg and the surrounding area was, in the past, completely dependent upon coal, gas, and oil resources with many mines producing coal throughout a ten-county area. This situation has changed in the past five years. There are now about ten factories including the U. S. Shoe Company, three or four manufacturing plants which produce clothing, one factory that produces charcoal, three industry producing conveyance and heavy equipment for mine and other industries, and American Standard producing bathroom and plumbing fixtures. There are many large coal producing firms in the area plus gas companies that provide employment for hundreds of people. There are also ten heavy equipment distributors in three counties.

Prestonsburg has a two-year college which has an attendance of better than 500 students as well as two other area colleges and three vocational schools.

PROGRAMMING: WDOC - 5:15AM-9AM country music. 9AM-Noon MOR Popular. Noon-3PM Country music with gospel section. 3PM-6PM Top 40 interspersed with some good pop. 6PM-sign-off MOR and Popular. ABC News on the hour with local, Kentucky news and weather. Two Bulletin Boards daily. One church Bulletin Board daily in country section from 12Noon-3Pm. The fishing report on all lakes in Kentucky two times daily.

WDOC-FM - 5:15-7:45AM Duplication country music. 7:45-8AM 15-minute news summary. 8-9:00 Gospel Hour (Gospel music and talk program.) 9AM-5PM Good Listening Popular Music. ABC News, state and local sports on the hour. 6PM-12 Midnight Popular music with DJ. Excels in sports broadcasting...Cincinnati Reds games, Kentucky State football and basketball games and local, regional basketball.

REPRESENTATIVES:

Regional Repts Corporation
408 Holiday Park Tower, 644 Linn St, Cincinnati, OH 45203
C. K. Beaver and Associates
2158 Union Avenue, Memphis, Tennessee 38104

*Thank you, correct. Data in your report 2-5-77
Chief Engineer
W.C. Lofferty*