

FROM THE DESK OF

JIM BUTTS

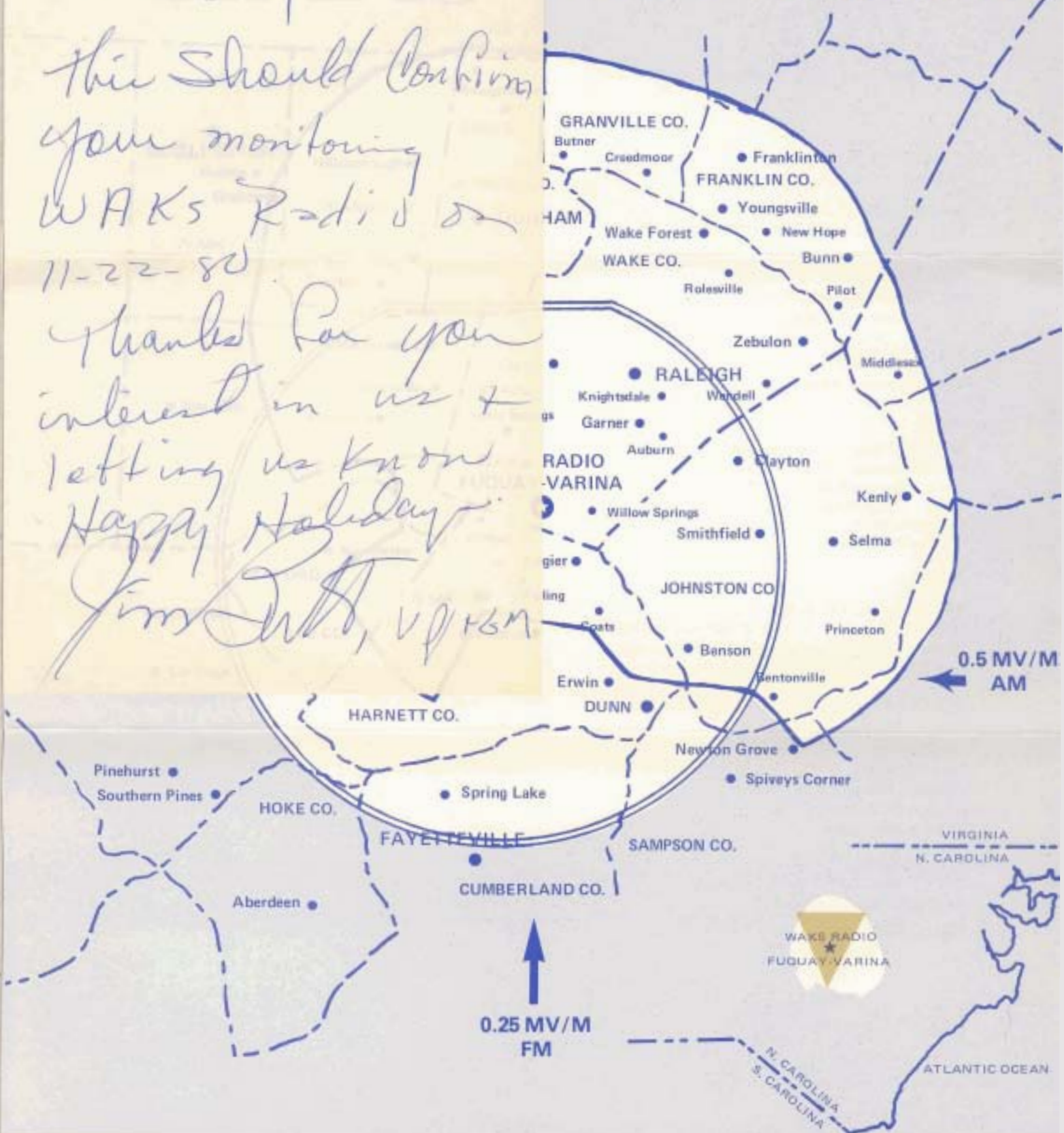
12-4-80

Mr. Geary

This should confirm your monitoring WAKS Radio on 11-22-80

Thanks for your interest in us & letting us know Happy Holiday Jim Butts, WAKS

AM 1460 — 5,000 Watts
FM 103.9 — 3,000 Watts



"Serving North Carolina's Golden Triangle"

WAKS

AM / FM

WAKS RADIO
FUQUAY-VARINA, NORTH CAROLINA

FACILITIES

AM 1460 kHz 5000 WATTS
FM 104 MHz 3000 WATTS

PROGRAMMING

Modern Country Music

NEWS

Local Staff News and Mobile Units
Local Newscasts 7:00 and 7:50 AM
12:00 Noon and 5:00 PM
North Carolina News On The Hour
Mutual News On The Half Hour
Weather At 15 and 45 Of Every Hour

SPORTS

5 Minute Sports-MBS 8:35 AM & 5:35 PM
Sports Capsules At 7:27 & 10:27 AM And 4:27 PM
Coverage Of Area High School & College Sports &
Bowl Games. All NASCAR Races In Season

COLLEGES

University of North Carolina
North Carolina State University
Duke University
Campbell College
N.C. Central University
St. Augustine College
Peace College
Meredith College

REPRESENTED BY

Tobacco Network

MEMBERSHIPS

NAB, RAB & NAB CODE
North Carolina Association of Broadcasters
Chamber of Commerce

OWNED AND OPERATED BY

Wake County Broadcasting Co., Inc.
P.O. Box 588. . .Fuquay-Varina, N.C. 27526
P.O. Box 1441. . .Raleigh, N.C. 27602
TELEPHONE (919) 552-2263
Jim Butts, Vice-Pres., General Manager

MARKET FACTS

WAKS RADIO, FUQUAY-VARINA, NORTH CAROLINA

TOTAL RETAIL SALES	\$1,438,705,000
Lumber, Bldg Mat'l, H'dwe, Impl'ts	92,477,000
General Merchandise	168,978,000
Food Stores	314,917,000
Automotive Dealers	296,381,000
Gas Service Stations	121,963,000
Apparel & Accessories	78,909,000
Furniture & Home Furnishings	49,061,000
Electrical Appl's, Radio, TV, Etc.	25,369,000
Eating & Drinking	73,463,000
Drugs & Proprietary	48,755,000
Other Retail Stores	132,527,000
Non-store Retailers	36,266,000

POPULATION	597,583
HOUSEHOLDS	181,063

All figures are from the U.S. Census and other sources. These figures are delineated and updated by ED FELKER & Associates, P.O. Box 141, AMBLER, PA 19002 TEL: 215/646-2859 3/15/78