a's Golden Triangle" 12-4-80 FROM THE DESK OF **IIM BUTTS** AM 1460 - 5,000 Watts Mr. Gezu =M 103.9 — 3,000 Watts His Should Confirm GRANVILLE CO. our moniton Butner Creedmoor Franklinte FRANKLIN CO. KS Ra Youngsville MAH New Hope Wake Forest . Bunn . WAKE CO. Rolesville Pilot Zebulon . Middle GH Knightsdale @ dell Va Garner . Auburn Kn RADIO ayton -VARINA Kenly • Willow Springs Smithfield . Selma gier ( JOHNSTON CO ling Princeton Banson 0.5 MV/M intonville Erwin . AM DUNN HARNETT CO. Newton Grove Pinehurst . Spiveys Corner Spring Lake Southern Pines HOKE CO VIRGINIA FAYEFFEMALLE SAMPSON CO. N. CAROLINA CUMBERLAND CO. Aberdeen . WAKE RADIO FUQUAY VARINA 0.25 MV/M FM ATLANTIC OCEAN P. O. Box Set, Fuguey-Varina, N. C.

**RADIO STATION WAKS AM & FM** P. O. Box 1441, Raleigh, N. C. 27602

TEL: 919/552-2263

# "Serving North Carolina's Golden Triangle"



AM / FM

# WAKS RADIO FUQUAY-VARINA, NORTH CAROLINA

## FACILITIES

AM 1460 kHz 5000 WATTS FM 104 MHz 3000 WATTS

#### PROGRAMIVING

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
D <del>rugs &amp;</del> Proprietary	49,755,000
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, AM8LER, PA 19002 TEL: 215/846-2859 3/15/78