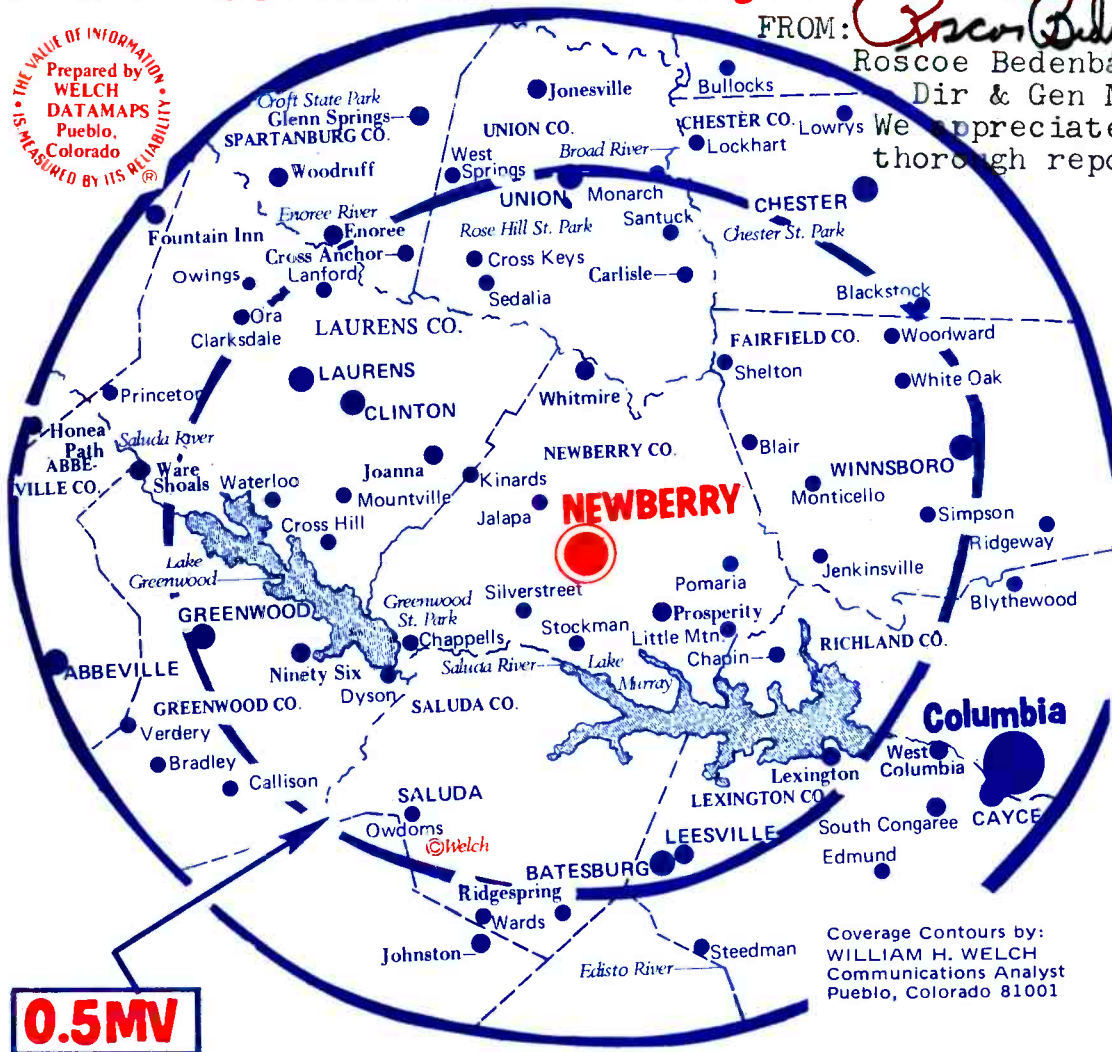


TO: KERMIT GEARY, WALNUTPORT, PENNA. This will confirm your Reception of WKMG on November 5, 1975 at 5:15 pm - 5:28 pm.

**WKMG "The All American Country Sound" at 1520 Facts about Newberry, South Carolina**

FROM: *Roscoe Bedenbaugh*  
 Roscoe Bedenbaugh  
 Dir & Gen Mgr.  
 We appreciate your thorough report.

THE VALUE OF INFORMATION  
 Prepared by WELCH DATAMAPS  
 Pueblo, Colorado  
 IS MEASURED BY ITS RELIABILITY



**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.

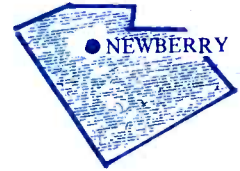
Newberry County, founded over 200 years ago, is fertile country for farms, for industry, and for business.

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

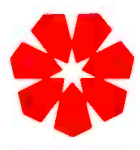
**Leading Industries . . .** Georgia Pacific, Owens-Illinois, Kendall Company, Newberry Mills, Anderson Hosiery, Southwest Forest Products, Central Soya, Damon International, Louis Rich Foods, J.P. Stevens Co., West Virginia Pulp & Paper Co., Champion Papers' U.S. Plywood Division, Shakespeare Products.

**0.5MV**

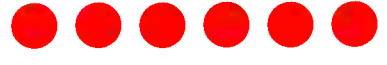
**WKMG**



**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**

	0.5 MvM Coverage	0.25 MvM Coverage
<b>Market Data:</b>		
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.