

# Reaching and Delivering

West Metro Atlanta, West Georgia,  
and East Alabama Consumers to Your Business

...Consistently



Community Radio At Its' Best



**Gradick Communications**  
**Phone: (770)214-5989 / Fax: (770)830-1027**

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|-----------------------------|--|---|--|--|
| <b>CALL LETTERS</b>         | <b>WCKS</b>  | <b>WBTR</b>   | <b>WKNG</b>  | <b>WLBB</b>  |
| <b>DIAL POSITION</b>        | <b>102.7 FM</b>  | <b>92.1 FM</b>  | <b>1060 AM</b>   | <b>1330 AM</b>   |
| <b>FORMAT</b>               | <b>HOT A/C</b>   | <b>TOP 40 COUNTRY</b>   | <b>50,000 Watts CLASSIC COUNTRY</b>  | <b>NEWSTALK</b>  |
| <b>WEBSITE</b>              | <b>WCKS.COM</b>  | <b>B92COUNTRY.COM</b>   | <b>WKNG.COM</b>  | <b>NEWSTALK1330.COM</b>  |
| <b>AREA OF INFLUENCE</b>    | GA: Carroll, Haralson, Heard, Paulding, Coweta, Douglas, Polk<br><br>AL: Calhoun, Cleburne, Randolph, Cherokee, Clay   | GA: Carroll, Haralson, Douglas, Coweta, Heard, Polk, Paulding   | GA: Carroll, Heard, Coweta, Douglas, Fulton, Polk, Haralson, Paulding, Cobb, Bartow, Floyd<br><br>AL: Cleburne, Randolph, Calhoun, Clay, Etowah, Cherokee  | GA: Predominately Carroll with influences in Heard, Coweta, Douglas, Haralson  |
| <b>SLOGAN</b>               | <b>THE HOTTEST HITS OF THE 80'S, 90'S and TODAY</b>  | <b>TODAY'S BEST COUNTRY and ALL YOUR FAVORITES</b>  | <b>PLAYING THE LEGENDS OF COUNTRY MUSIC</b>  | <b>NEWSTALK 1330, YOUR LOCAL NEWS SOURCE</b>   |
| <b>FEATURED PROGRAMMING</b> | Kim in the Morning<br>6a – 10a<br>James<br>10a – 2p<br>Keith Edwards<br>2p – 7p<br>Brian the Night Guy<br>7p – Midnight<br><br>UWG Sports<br>High School Football<br>Top 40 with Rick Dees<br>Local & FOX News | Mitch Gray<br>6a – 10a<br>Michael Vincent<br>10a – 2p<br>Jimmy<br>2p – 7p<br>Brian Mooty<br>7p – Midnight<br>NASCAR<br>Atlanta Braves<br>Georgia Bulldogs<br>High School Football<br>Local & FOX News | Red Jones<br>6a – 10a<br>TradeLine<br>10a – 11a<br>Jimmy Tolbert<br>11a – 3p<br>James Bierley<br>3p – Sign Off<br>Jon Copeland<br>Saturday 7a – 10a<br>Local/GNN/FOX News<br>The Huckabee Report | Local News * Info<br>6a – 8:35a<br>Community Voice<br>8:35a – 10a<br>Neal Boortz<br>10a – 12:30p<br>Clark Howard<br>1p – 3p<br>Sean Hannity<br>3p – 6p<br>The Martha Zoller Show<br>7p – 9p<br>Sam's Garage<br>Saturday 9a – 11a |
| <b>PRIMARY DEMOGRAPHIC</b>  | <b>WOMEN: 18 – 49<br/>ADULT: 18 - 49</b>   | <b>ADULT: 25 - 54</b>   | <b>ADULT: 35 +</b>   | <b>ADULT: 30 +</b>   |
| <b>CORE ARTIST</b>          | Goo Goo Dolls<br>Rob Thomas<br>Nickelback<br>Kelly Clarkson<br>John Mayer<br>Collective Soul<br>Maroon 5<br>Matchbox Twenty<br>Santana<br>Madonna<br>Dave Matthews Band  | Tim McGraw<br>Keith Urban<br>Faith Hill<br>Sara Evans<br>Kenny Chesney<br>Reba McEntire<br>Lonestar<br>George Strait<br>Rascal Flatts<br>Toby Keith<br>Trace Atkins                                   | Johnny Cash<br>Tammy Wynette<br>George Jones<br>The Statler Brothers<br>Merle Haggard<br>Willie Nelson<br>Patsy Cline<br>Dolly Parton<br>Waylon Jennings<br>Conway Twitty                        | Neal Boortz<br>Sean Hannity<br>Mike Huckabee<br>Clark Howard<br>Martha Zoller<br>Ken Childs<br>HLN<br>SRN<br>Local News<br>Tom Churchill<br>Weather  |