

Gadsden Alabama



FACT FILE

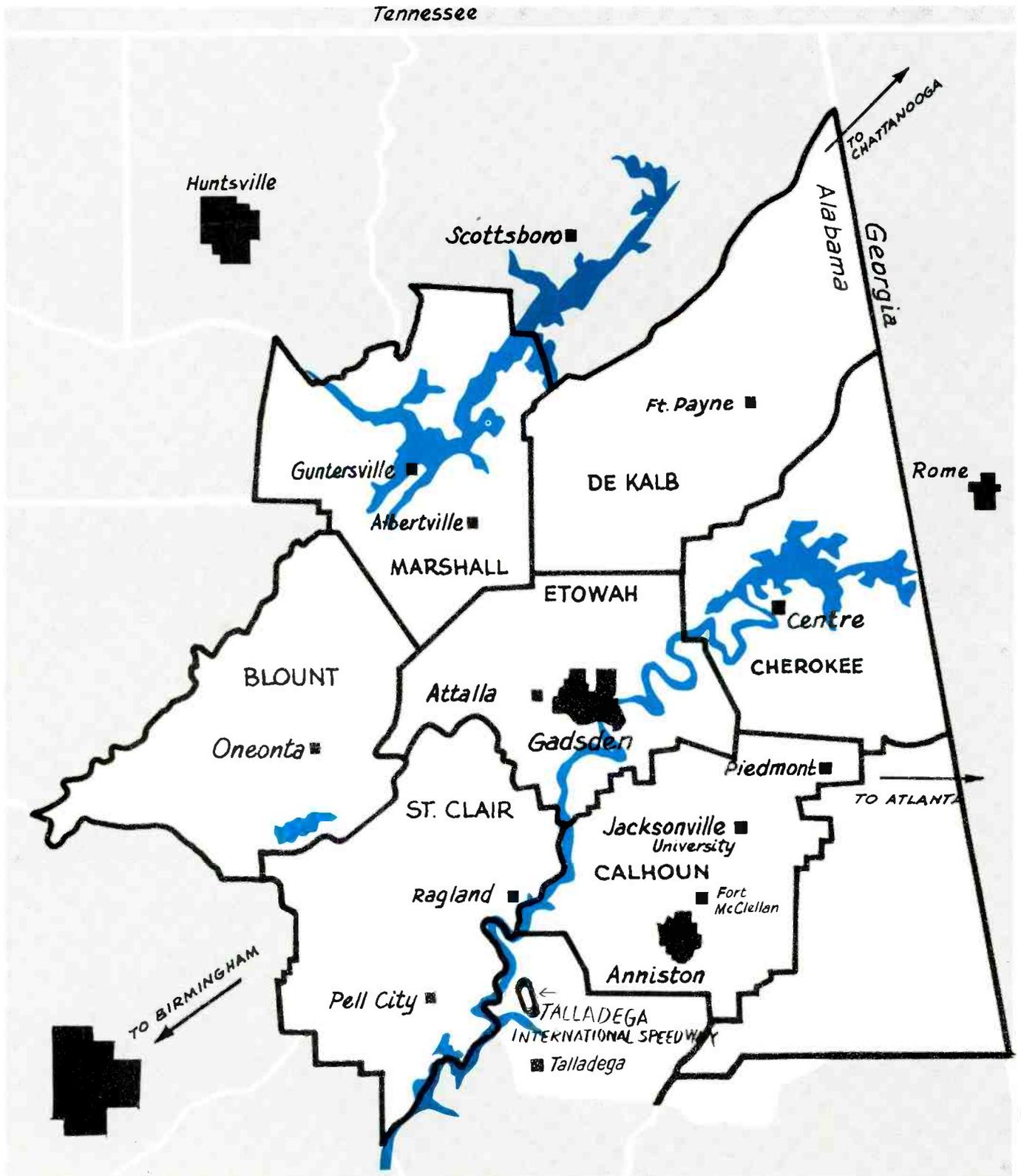
WAAX abc 570

THE STATION YOU HEAR EVERYWHERE
ON RAINBOW DRIVE IN GADSDEN, ALABAMA 35901 AC 205-547-2514



GADSDEN **WAAX-570** ALABAMA

The Station You Hear Everywhere

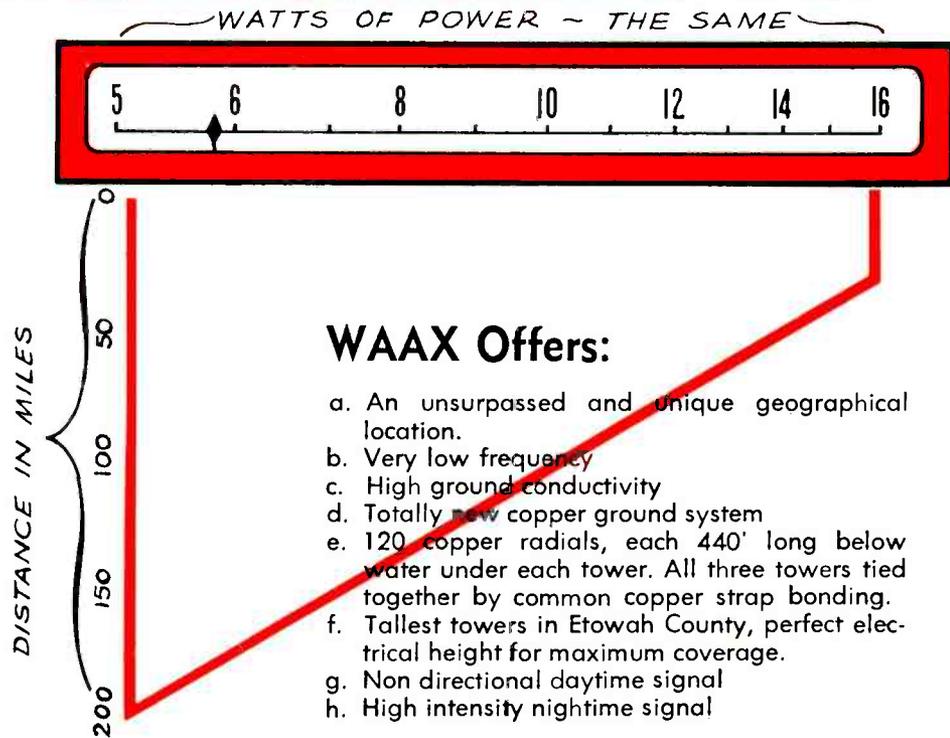


POWER:

Coverage for a radio station is not necessarily determined by its rated power in Watts. Although this is a factor, one of the most important assets is a low frequency. WAAX offers the 570 frequency, one of the lowest available. This wide spectrum carrier gives highest quality of signal and delivers it in strength over the longest distance. Thus, 5,000 watts on 570 is superior to 50,000 watts at many higher settings.

In addition, ground conductivity, ground system for antenna, and electrical height of antenna is important.

By having a unique combination of all of these elements, WAAX-570 delivers one of the two strongest signals in the state, and is Alabama's most powerful full time station.



WAAX Offers:

- a. An unsurpassed and unique geographical location.
- b. Very low frequency
- c. High ground conductivity
- d. Totally new copper ground system
- e. 120 copper radials, each 440' long below water under each tower. All three towers tied together by common copper strap bonding.
- f. Tallest towers in Etowah County, perfect electrical height for maximum coverage.
- g. Non directional daytime signal
- h. High intensity nighttime signal

PERSONALITY:

The American Entertainment Network
 ABC Radio News, Sports and Special Events
 State and regional beeper phone tie-in
 Local news coverage rated finest in state
 WAAX MOBILE NEWS UNITS, all radio equipped
 WAAX PLANE, Cessna 172, radio equipped for broadcast

WAAX Walkie Talkie Units for instant coverage
 United States Weather Bureau Wire Service
 United Press International Wire Service
 Top local personalities
 News stringers in surrounding county areas

PROMOTION:

WAAX 24 sheet poster billboards in Gadsden, Etowah, and surrounding counties throughout North Alabama.

Bus Ads on all city busses.

WAAX MASS MERCHANDISING PLAN, giving added boost to sales in North Alabama.



POLICY:

Member, National Association of Broadcasters
 Member, NAB "Code of Good Practices"
 Member, Gadsden Chamber of Commerce
 Etowah Broadcasters, Inc., owners and operators
 A Charles Smithgall Station, affiliated with:
 WRNG-680 k.c., North Atlanta, Georgia
 WRGA-1470 k.c., Rome, Georgia

THE (Gainesville, Ga.) DAILY TIMES
 THE GEORGIA POULTRY TIMES
 THE SOUTHEASTERN POULTRY TIMES
 GEORGIA COMMUNITY PAPERS, Inc.,
 Michael H. McDougald, President & General
 Manager
 WAAX-570, Box 517, Gadsden, Alabama 35902
 205-547-2514



WAAX REACHES and SELLS

this 1/2 BILLION DOLLAR MARKET

COUNTY/METRO AREA:	POPULATION	HOUSEHOLDS	RETAIL SALES	FOOD SALES	DRUG SALES	CONSUMERS SPEND
Etowah County Gadsden Metro	104,000	29,450	\$132,733,000.	\$29,356,000.	\$ 3,948,000.	\$178,768,000.
Calhoun County Anniston Jacksonville Piedmont State University Oxford Fort McClellan	105,600	28,300	\$113,200,000.	\$29,826,000.	\$ 3,792,000.	\$180,227,000.
Marshall County Boaz Albertville Guntersville Arab	50,800	14,350	\$ 62,532,000.	\$15,947,000.	\$ 2,247,000.	\$ 80,193,000.
DeKalb County Fort Payne Collinsville Sand Mountain	40,200	11,500	\$ 39,384,000.	\$10,277,000.	\$ 1,054,000.	\$ 52,522,000.
Cherokee County Centre Lake Weiss Leesburg	15,500	4,150	\$ 11,428,000.	\$ 3,087,000.	\$ 304,000.	\$ 23,070,000.
Blount County Oneonta Summit Blountsville	23,700	6,610	\$ 21,271,000.	\$ 4,772,000.	\$ 610,000.	\$ 35,412,000.
St. Clair County Pell City Ashville Ragland Steele	24,900	6,690	\$ 16,467,000.	\$ 5,488,000.	\$ 467,000.	\$ 32,648,000.
TOTAL	364,700	101,050	\$397,015,000.	\$98,753,000.	\$12,422,000.	\$582,840,000.

SOME BASIC FACTS ON GADSDEN-METRO

Gadsden Proper:	68,000
Gadsden Metro:	105,800
Etowah County:	105,800
Negro:	16,200
Retail Sales:	\$132,733,000.00
Retail Sales (Household)	\$4,404.00
Food Stores:	\$33,736,000.00
Drug Stores:	\$ 4,461,000.00
General Merchandise	\$16,348,000.00
Apparel:	\$ 7,788,000.00
Home Furnishings:	\$ 7,199,000.00
Automotive:	\$32,515,000.00
Service Station:	\$11,178,000.00
Number Autos:	46,590
Farm Income:	\$10,393,400.00

Note: (Etowah County is basically a Metro Area.

However, the powerful WAAX-570 signal cuts deeply into the very heart of the richest farm area of Alabama - - the lush and heavily populated Sand Mountain Area.

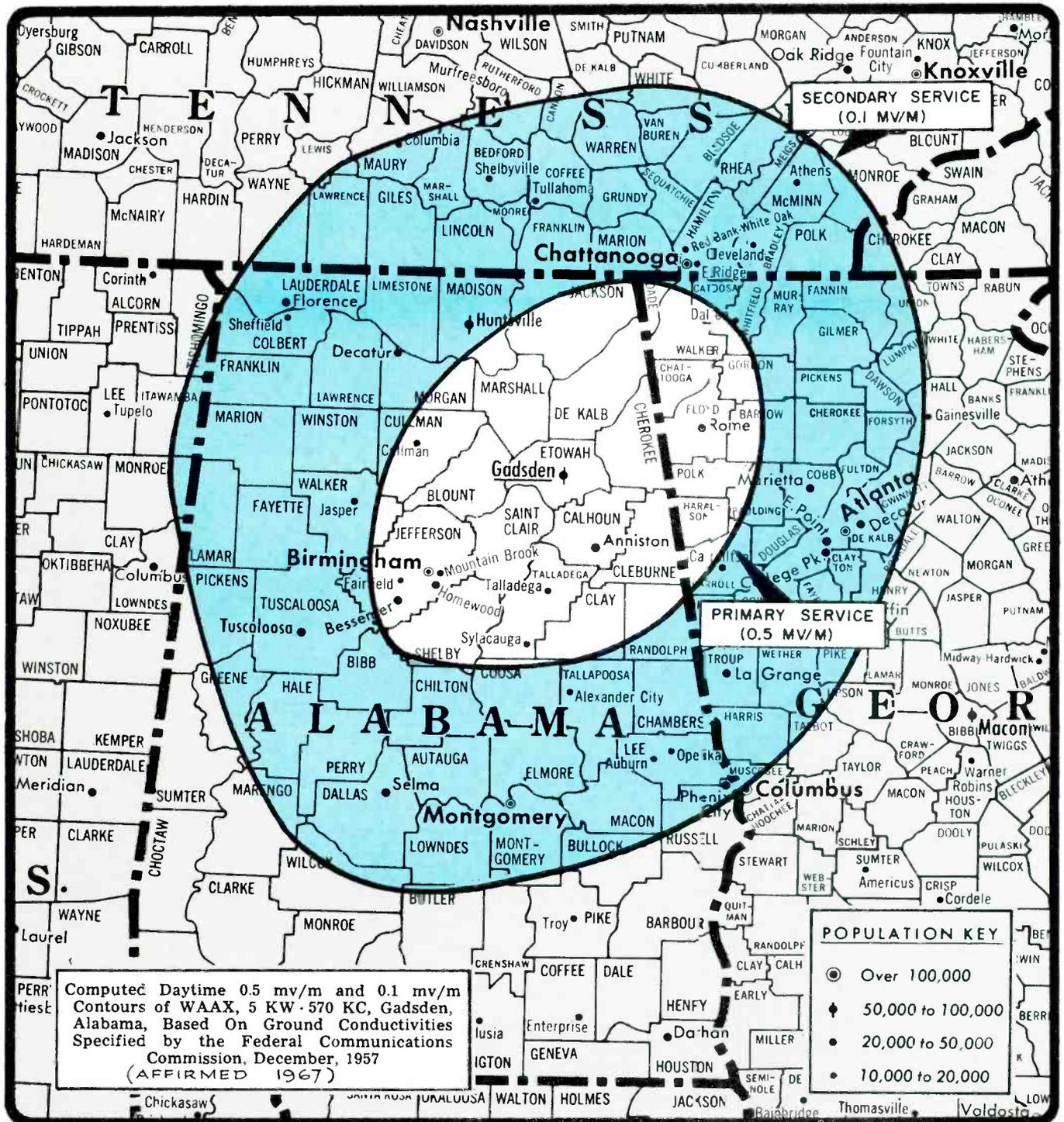
Three of our neighboring counties have statistics such as these:

Marshall Gross Farm Sales:	\$30,143,000.00
DeKalb Gross Farm Sales:	39,915,000.00
Blount Gross Farm Sales:	18,468,000.00

The Entire Alabama Poultry Industry, Third In Nation, falls within the listening area of WAAX. Its headquarters is within 20 miles of the WAAX transmitter. The Alabama Poultry Industry, centered in this Northern area, brought in \$258,000,000.00 to Alabama last year. WAAX maintains full scale farm programming to reach these rural areas.

5000 Watts at 570 KC

Covers Two And One Half Million People
IN ALABAMA - GEORGIA - TENNESSEE



GADSDEN, ALABAMA Etowah County

All of Etowah County is considered Gadsden-Metro Area. It is located in the very heart of the Industrial Empire of North Alabama. It is Alabama's Fifth Market. Geographically, it is in the very center of Commerce and Industry and Agriculture that is bringing the South to the forefront of the nation.

GADSDEN is: 60 miles from Birmingham

114 miles from Atlanta

25 miles from Anniston

90 miles from Chattanooga

55 miles from Huntsville

58 miles from Rome

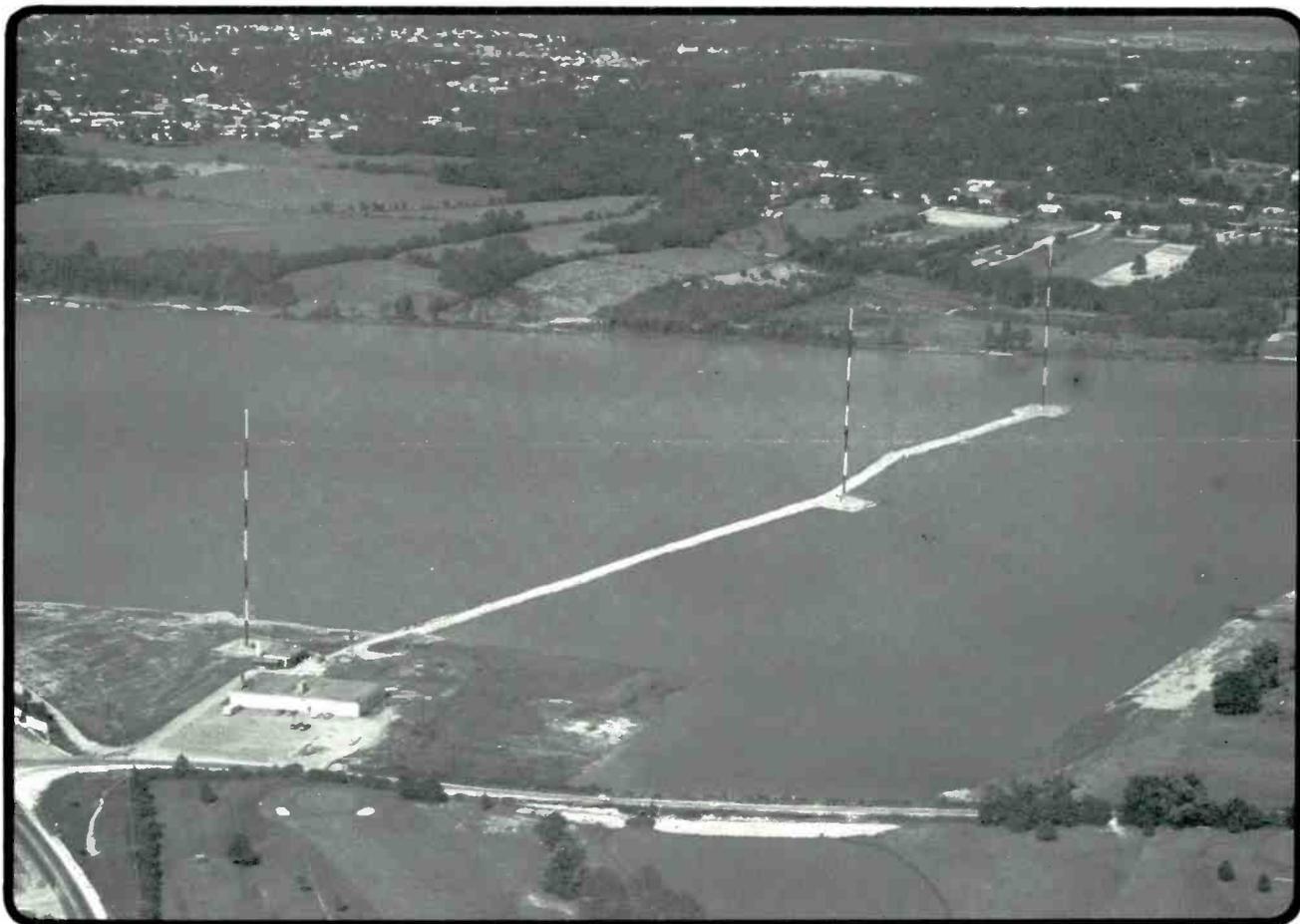
18 miles from Jacksonville (3rd University in Ala.)

23 miles from Fort McClellan (Largest Military installation in Ala.)

150 miles from Montgomery

- GADSDEN has:
- * Republic Steel Corporation, employing 5,000, producing Rolled Strip Steel, Rolled Plate Steel, Structural Steel, Fencing, Nails, Skelp, and a variety of steel products. It is the home office of Republic in the South, and is the largest facility of its kind in the South.
 - * Goodyear Tire & Rubber Company, employing 4,000, the World's Largest Tire and Tube Plant. The major arm of the huge Goodyear Corporation, this plant represents the largest rubber fabricating investment under one roof in the world.
 - * Allis Chalmers (Electrical Regulators, Transformers)
 - * Attalla Pipe and Foundry (Soil Pipe)
 - * Triple A Pottery (Bathroom Fixtures)
 - * General Time Corporation (Defense, Timing Mechanisms)
 - * I.D. Precision Corp. (Defense, Electronics)
 - * Dixie Tool & Die Company (Precision Machining)
 - * Alabama Tool Company (Precision Machining)
 - * Cleaners Hanger Company (Coat Hangers)
 - * Pioneer Fabricating Corp. (Metal Fabricating)
 - * Leach Manufacturing (Lemanco: Gravity Feed Mill Systems)
 - * Hubbell Metals Company (Metal Fabricating)
 - * Brad's Tool & Die Company (Precision Machining)
 - * Alabama Oxygen Company (Sophisticated Gasses)
 - * Gadsden Scaffold Company (Construction Scaffolds)

Gadsden is served by 30 major truck lines, two major railroads, Southern Airways with one of the most modern airports in Alabama, Interstate 59, and is the junction of several major highways. It is on the Coosa River, and is the heart of the Lake Country of North Alabama. It has a healthy climate for industry and is the trade center of North Alabama. WAAX RADIO's POWERFUL VOICE is its spokesman and speaks to listeners in four states daily.



WAAX Radio's unique geographical location helps make it one of Alabama's most powerful voices. Recently, a huge lake area was made at the site. WAAX spent many thousands of dollars to guarantee that the uniqueness of the location would not be lost or damaged through the development of the lake site.