

Tourists - Farmers - Factory-workers Turn to 97.9 FM & 1270 AM WLIK



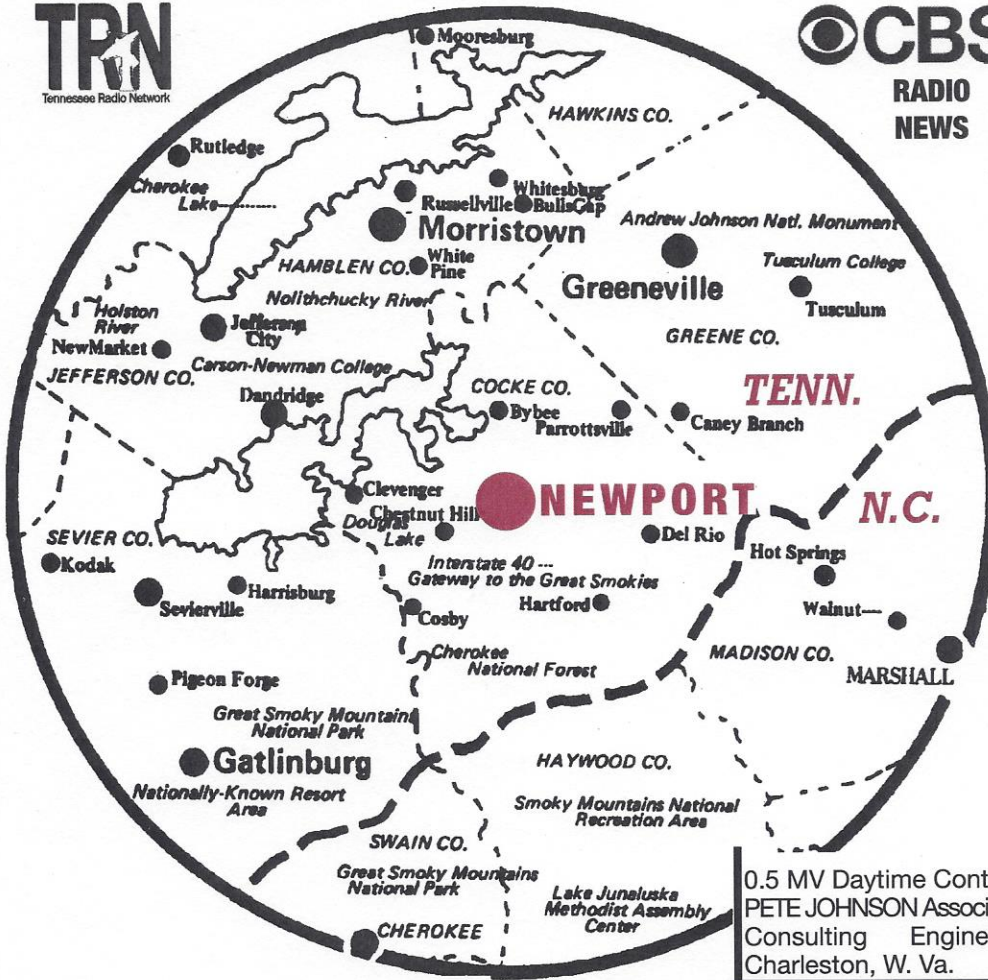
RADIO NEWS

Newport - a booming town of more than 10,000 is located at the major intersection of interstates I-40 and I-81 and is the main entrance to the most visited national park in America -- The Great Smoky Mountains National Park with over ten million visitors annually.

Newport - Known for its proximity to majestic mountain beauty and pristine lakes for recreation and fishing. The county seat of Cocke County, TN with a population of almost 36,000.

LEADING INDUSTRIES

include: SI Group (100); Bush Bros. (500); Sonoco (170); ConAgra Foods (475); Phoenix Closures (150); CF Group (140); Eastern Plating (135); and many others!



0.5 MV Daytime Contour
 PETE JOHNSON Associates
 Consulting Engineers
 Charleston, W. Va.

WLIK

1270 AM 97.9 FM

5000 WATTS • DAY • 500 WATTS • NIGHT

ANGELA WILKERSON

Vice President of Operations

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Newport, Tennessee 37821

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The Smokies Oldies

24 Hours A Day

Web Site: www.wlik.net

MARKET DATA:

	0.5 Mv/M
	Coverage
Population	353,400
Households	135,800
	(In 1000)
Spendable Income	\$4,348,442
Retail Sales	\$2,516,022
Food Stores	631,009
Drug Stores	119,159
Auto	381,164
Home Furnishings	113,505
Apparel Shops	129,372
Building & Hardware	161,215
Restaurants	282,893
Gross Farm Income	127,899

Source: SRDS

WLIK RADIO broadcasts with 5,000 watts at 1270 AM daytime non-directional - with 500 watts directional nighttime and on 97.9 FM on the air 24 hours daily. WLIK was established in April 1954.

WLIK RADIO programming is designed to serve the entire family. **NEWS:** CBS Radio News every hour with state headlines at half past from TRN and WLIK has complete mobile facilities. **SPORTS:** play-by-play of all local sports events - University of Tennessee Sports plus The Atlanta Braves. **MUSIC:** Pop oldies from the 50's, 60's, 70's and 80's and religious broadcast on Sunday!

WLIK Radio - The Dual Voice of East Tennessee Since 1954