








GRADICK COMMUNICATIONS

Community Radio At Its Best

Reaching and Delivering West Georgia and East Alabama Consumers to Your Business

gradickcommunications.com

Call Letters	WCKS - 102.7 FM	WBTR – 92.1 FM	WKNG - 1060 AM	WLBB - 1330 AM	WWGA - 98.9 FM
Station Logo					
Format	Adult Contemporary, Community info.	Mainstream Country, Sports, and Local info.	Classic Country at 50,000 Watts	NEWSTALK— Critical mouthpiece in critical times	Great Classics— Perfect choice for Business Listening
Station Id.	KISS 102.7	B 92 Country	WKNG	NewsTalk 1330 WLBB	Great Classics 98.9
Station Slogan	YOUR Music Station.	Today's Best Country and All Your Favorites!	King Country AM 1060 The Legend	Local news source for West Georgia.	Classic Hits without all the clutter.
Featured Programming	KISS 102.7 provides local and national news and weather, and features, such as high school football and UWG football, to a large geographic area that includes West Georgia and East Alabama. Kim Fitz dominates airwaves each morning with trendy talk and captivating interviews. She brings years of radio experience to the air in an engaging audience format.	B 92 Country has a decades-long history of serving listeners with Today's Country hits plus features including high school football, The Atlanta Braves, Nascar, Local and National news, weather and PSAs. B 92 starts with the popular "Mitch Gray in the Morning" and continues with local personalities throughout the day.	King Country is a 50,000 watt power house with local djs, classic country, local and regional news including Fox News, weather and one of the most successful and popular programs on the radio...a feature called "TradeLine," where listeners call in live to sell items and in some cases request an item. "Bobby and Jimmy in the Morning" has a large and loyal following.	WLBB NewsTalk 1330 has 24 hour news and talk format covering national news to Fox News and features national contributors. 1330 is anchored by a full-time news staff headed up by Colin Worthington. Local news for all stations originates at WLBB and includes special local features, such as "Community Voice" - a daily community program. Local news and weather is provided every hour throughout the day and heavily during morning drive.	Great Classics 98.9 is music intensive FM with great hits from a wide variety of mass appeal artists including The Eagles, Bob Seger, The Beatles, Earth Wind and Fire, James Taylor and many others. 98.9 has limited commercial interruption and has proven to be a favorite choice for adults and businesses.
Primary Demographic	21 to 45	21 to 54	35 and up	35 and up	30 and up
Core Artists	Pink, Adele, Michael Buble', Black Eyed Peas, Train, Daughtry, Rob Thomas, Taylor Swift, John Mayer, Journey, Lady Gaga, Bruno Mars	Keith Urban, Kenny Chesney, Taylor Swift, Tim McGraw, Carrie Underwood, Alan Jackson, Brad Paisley, Zac Brown Band, Lady Antebellum, Reba McEntire, George Strait	Willie Nelson, Waylon Jennings, Johnny Cash, Dolly Parton, Alabama, Loretta Lynn, Oak Ridge Boys, Reba McEntire, Vince Gill, Patsy Cline, George Strait, Merle Haggard	Glenn Beck, Clark Howard, Sean Hannity, and Herman Cain. Anchored by a news staff headed up by Colin Worthington.	The Beatles, Rod Stewart, Billy Joel, The Eagles, Rolling Stones, The Doobie Brothers, The Temptations, Fleetwood Mac, Jackson 5, Hall & Oates, Steve Miller, Creedence Clearwater Revival, Queen