

WWOL 780 AM  
The Gospel Voice of the Carolina Foothills

119,530

**WWOL – 780 AM**

Formally WBBO, has been serving Rutherford County and surrounding counties with the finest in Southern Gospel Programming since 1990. WWOL’s Gospel format is targeted to all ages including the 35-55 demographic segments, having the most dollars to spend and representing the largest age group in Western NC and Upper SC. WWOL is located in Forest City, NC and is situated in the heart of the “Bible Belt” with at least 96 churches in Rutherford County and at least 844 in our listening audience.

**Power: 10,000 Watts**  
**Frequency: 780 KHz**  
**Format: Southern Gospel**  
**Network: IRN News**  
**Sunrise to Sunset**

**Carolina Facts:**

Rutherford County Population: 63,424  
Total Listening Area Population: 1,768,201

**WWOL Facts:**

Estimated Audience:

Age% 35-55: 41.71%  
Female: 53%  
Male: 47%  
Household Income \$30K+: 75.40%  
Local Church Programs: 22  
\*2002 Census, Soma Research Development Information

**Rates**

**Religious:**

Programs	Once a Week	5 Times a Week
60 Minutes	\$70.00	N/A
30 Minutes	\$40.00	\$27.00
15 Minutes	\$22.50	\$16.00
5 Minutes	\$10.00	\$8.00

**Commercial:**

(Sun Up to Sun Down Monday – Saturday)

(Contact us for current rates and promotions)

**See Our Sales Department for Special Packages**

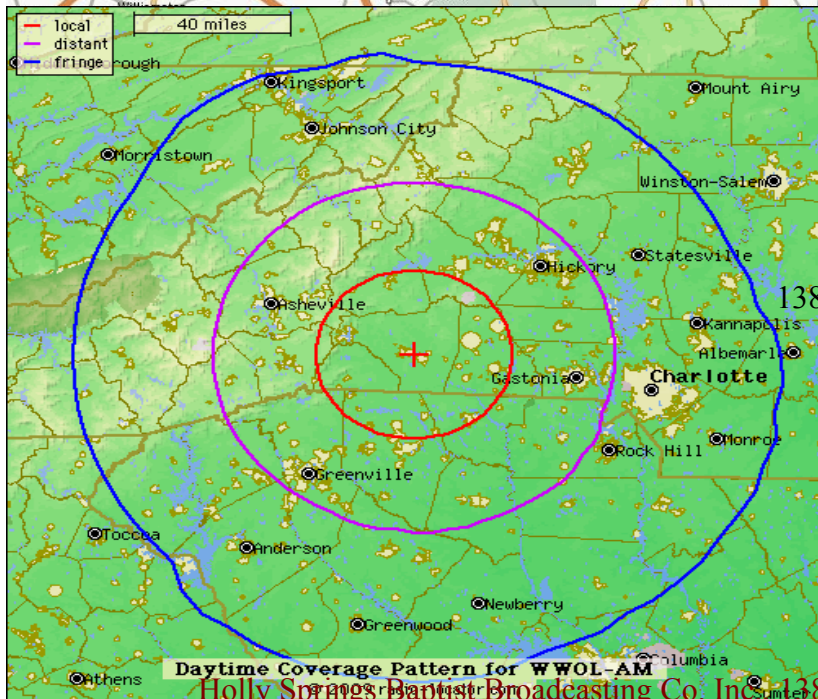


# Area Coverage Map



Serving:  
Western NC and  
Upper SC

Rutherford, Henderson, McDowell,  
Burke, Catawba, Lincoln, Gaston,  
Polk, Cleveland, Yancey, Buncombe,  
Spartanburg SC, Greenville SC,  
Cherokee SC



**10,000 Watts**

*Wonderful Words of Life*

1381 W. Main St.

Forest City, NC 28043

(828) 245-0078 \* (800) 780-WWOL

Fax: (828) 245-8528

Station Manager: Rev. Wade H. Huntley

Sales Director: Chris Hopper

[chris@wwol780.com](mailto:chris@wwol780.com) \* (828) 429-0782

Holly Springs Baptist Broadcasting Co. Inc. 1381 W. Main St., Forest City, NC 28043

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**WWOL Brings Customers to Your Doorstep**



### **Why Advertise?**

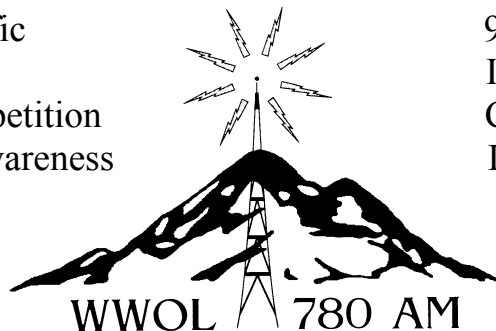
Continue Store Traffic  
Reach New People  
Keep Up With Competition  
Name and Brand Awareness

**IT WORKS!!**

### **Why Radio?**

95% Listen to Radio  
It's Mobile  
Creates Excitement  
Low Cost

**IT WORKS!!**



**WWOL 780 AM**

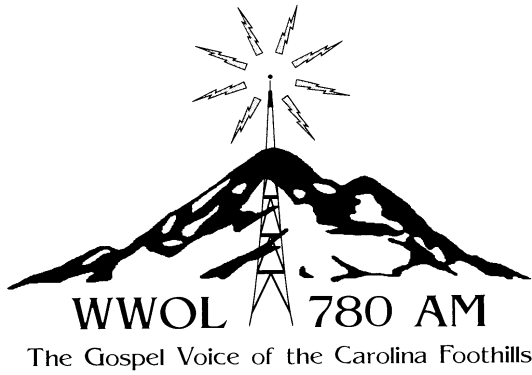
The Gospel Voice of the Carolina Foothills

10,000 Watts of Gospel Power  
Christian Market  
Reach Western NC & Upper SC  
Customized Personal Service  
**IT WORKS!!**

### **WWOL Radio Marketing Mission Statement**

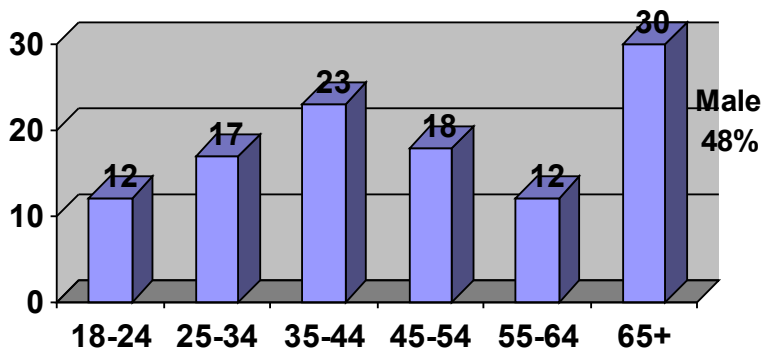
**WWOL's Goal is to help our Customers through the means of Radio, promote their message to reach new and existing customers at the right time, place, and with the right degree of impact to bring on a positive reaction from WWOL listeners.**

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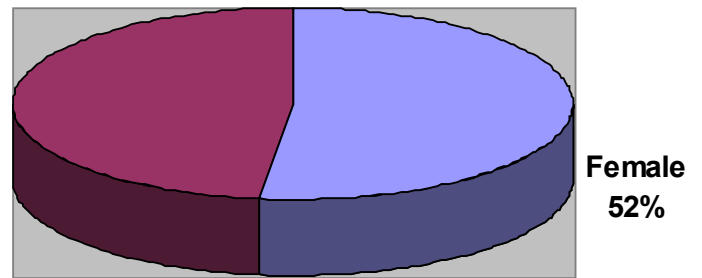


## Listener Demographics

**Age**

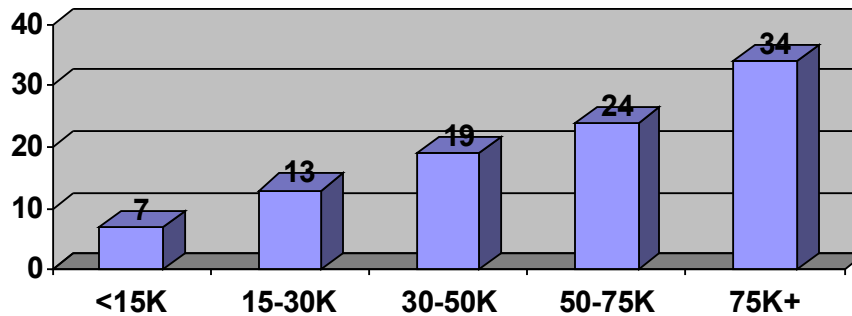


**Gender**



■ Percent

**Income**



■ Percent

**Education**

34.65% High School  
39.41% College

**Marital Status**

60.4% Married

**Dwelling**

68.42% Homeowners

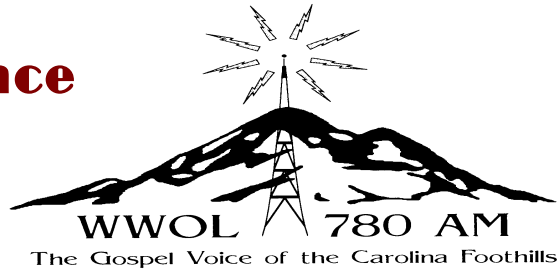
**Employment**

52.58% Full Time

2002 Source: Simmons Study of Media & Markets, County Profiles for Rutherford, Henderson, McDowell, Caldwell, Burke, Catawba, Gaston, Polk, Cleveland, Yancey, Buncombe, Spartanburg SC, Greenville SC, Cherokee SC

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**Reference  
Sheet**



**Customer**

**Sh**

**The following businesses are faithful advertisers on WWOL:**

“We know people are listening to WWOL, and we want to reach their audience.”

---Cole’s Carpet and Floor Covering – Roger Cole

“We sponsor Tell & Sell and have a lot of Church Groups who use our services.”

---Hickory Log Barbecue – Bill Gold

“WWOL Radio has been one of the best forms of Advertising that we have used so far.”

---Horn’s Tire and Auto – Gary and Terry Horn

“We have always received a good response from Christian Radio and WWOL.”

---Pro Rent-All – Shelly Campbell

“We heard about WWOL through someone else and wanted to try it out. We have been pleased and plan to be a long time Advertiser. It Works!”

---R.S. Speedy Lube – Chris Robbins

“WWOL has been a fantastic way to get our message out. We have many divisions of Smith’s Drug and WWOL tries to find creative ways to cover all aspects for us. It works well.”

---Smith’s Drugs of Forest City – Karen Marshal

“I have found that people really let us know that they heard our ads on WWOL. I personally record our spots live and I get a great response.”

---Western Auto – Ray Pittman

**Other Regular WWOL Radio Advertisers:**

**Allstate Insurance**

**Genny’s Family Restaurant**

**Ace Equipment & Sales**

**Forest City Merchant’s Association**

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**Goforth Termite & Pest Control**  
**Discount Pool Supply**  
**Robbin's Brick & Block**  
**Isothermal Community College**  
**Big Al's**  
**Rollin's Cafeteria**  
**Brian Price HVAC**

**Rutherfordtown Revitalization**  
**Small Business of ICC**  
**McMahan's Funeral Home**  
**Spindale Drug Company**  
**Broadway Tire Service**  
**Egger's Funeral Home**  
**Cowan Tire and Auto**



# **Church Program**

**Reach These**

## **Congregations**

**And Many More!!**

**Christian Radio Since 1990**

**Altapass Baptist Church  
Bible Baptist Church  
Casey Creek Baptist Church  
Faith Baptist Church  
Fellowship Baptist Church  
First Baptist Church  
Friendly Chapel Baptist Church  
Gateway Baptist Church  
Grassy Creek Baptist Church  
Harriet Memorial Baptist Church  
Harris First Baptist Church  
High Point Baptist Church  
Holly Springs Baptist Church  
Ingleside Baptist Church  
Morris Memorial Baptist Church  
Mountain View Baptist Church  
New Hope Baptist Church  
Pleasant Hill Baptist Church  
Providence Road Baptist Church  
Ross Hill Baptist Church**

**Spruce Pine, NC  
Landrum, SC  
Chesnee, SC  
Shelby, NC  
Connelly Springs, NC  
Spindale, NC  
Chesnee, SC  
Boiling Springs, SC  
Spruce Pine, NC  
Forest City, NC  
Harris, NC  
Gaffney, SC  
Rutherfordton, NC  
Landrum, SC  
Casar, NC  
Cowpens, SC  
Marrieta, SC  
Rutherfordton, NC  
Maiden, NC  
Bostic, NC**

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**Spring Creek Baptist Church**  
**Stoney Mountain Baptist Church**  
**Trinity Baptist Church**  
**Village Chapel Baptist Church**  
**Zion Hill Baptist Church**

**Beulahdean, NC**  
**Hendersonville, NC**  
**Valdese, NC**  
**Forest City, NC**  
**Marion, NC**