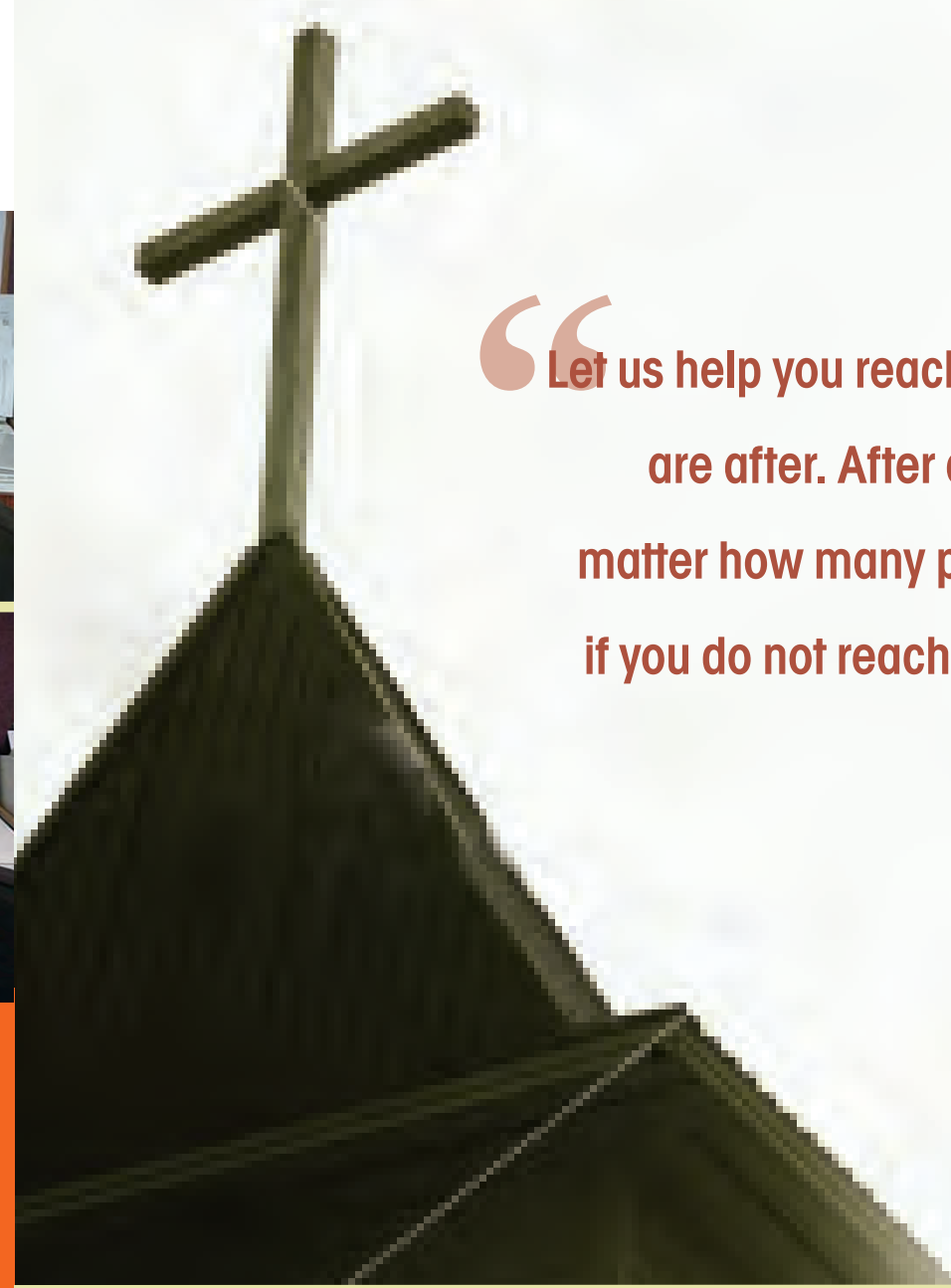


Southern Gospel Crew Award Winning Personalities

If you are tired of “**computed generated**” or “**satellite services**” piping music and programming into your local radio station, **3WC** is the station for you. Our local, award winning, DJs are “**live**” in the studio all day to give our listeners a fresh, personal, and local touch.

Our “**TWO MAN**” Morning Show Team features John Wishon, the 2002 Southern Gospel DJ of the year, an eight-time nominee for Southern Gospel DJ of the year and winner of the **SINGING NEWS** Golden Mic Award — and local favorite, Ted Hayes.

The mid-day show is hosted by former Southern Gospel Female Air Personality of the Year, and winner of the Singing News Golden Mic Award, Angela Henley.



“Let us help you reach the audience you are after. After all, it does not matter how many people you reach, if you do not reach the right people.”



WWWC Radio
413 Wilkesboro Blvd. • PO Box 580 • Wilkesboro, NC 28697
Office: 336.838.1241 • email: onair@12403wc.com • fax: 336.838.9040



Josh Holcomb continues to move up in the world of radio. He is the youngest **3WC** staff member so we call him “**the kid**.” Josh hosts the afternoon show and works in audio production.

3WC also prides itself in local news coverage and Scott Roberts keeps listeners in touch with what is going on in and around Wilkes County.

Ken Byrd, sports director, broadcasts the local high school game of the week.

John Wishon
General Manager, Program Director, and Morning Co-Host

Ted Hayes
Morning Co-Host

Angela Henley
Mid-day DJ, Public Affairs

Scott Roberts
News Director

Ken Byrd
High School Sports Broadcast Anchor

Grady Johnson
Saturday DJ

Josh Holcomb
Afternoon DJ, Production

Brian Kilby
Sunday DJ, Computer Dude

Petrice Edwards
Sales

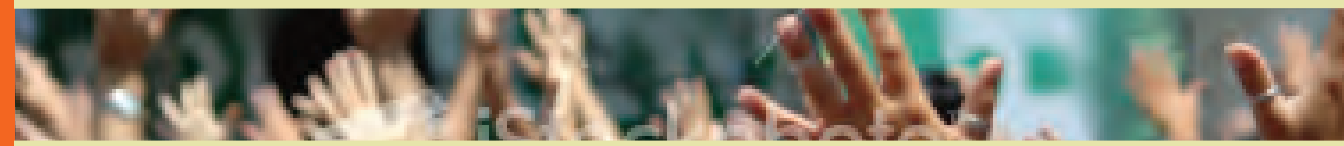
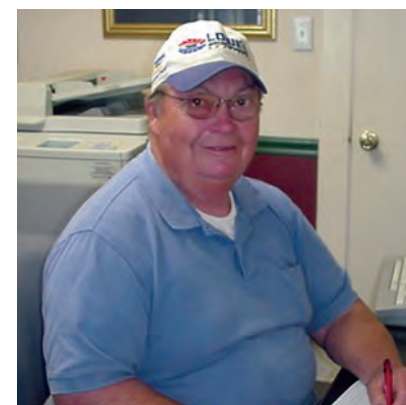
Mary Doris Coffey
Sales

Jackie Wishon
Traffic



“**3WC Radio and its staff have a positive influence on the character and quality of life in Wilkes County, not only with the message, but with their acts.**”

Dane Mastin
Sheriff of Wilkes County



Let us help you reach the audience you are after.



Christian

Southern Gospel Music Reaches People of All Ages...

and income brackets. Unlike most Southern Gospel stations, 3WC is an "ALL MUSIC" station-excluding ministry programs on Sunday. We are a nationally ranked Southern Gospel station and are used by local, regional, and national advertisers. **WWWC** offers the message of **JESUS CHRIST**, plus everything a major market station should offer.

"We have gained many, many loyal customers through advertising with 3WC. I highly encourage each business to give 3WC an opportunity."

Robert Royal
Robert's Produce

- Over 70% of our listeners say they feel better shopping with an advertiser who uses Christian Media to promote their business.
- 73% say they would shop with a business that advertises on Christian radio – This tops many other Christian Radio formats
- 17% are employed in a ministry position in a church
- Southern Gospel audiences have the highest percentage of stay-at home moms among all Christian radio formats. (They spend money!)



Southern Gospel Radio With A Thousand Watts...

WWWC is a 24-hour Southern Gospel Radio Station serving Northwest North Carolina with a thousand watts. **3WC** began broadcasting Southern Gospel Music on July 11, 1994 and began broadcasting around the world on the internet on October 30, 2000.

"In 1994 we joined hands with 3WC to give a voice to children in need of a home to call their own. Since that time, 3WC has helped us raise hundreds of thousands of dollars for our ministry. 3WC radio is a source of inspiration and a wonderful outreach to the area in which we live."

Jean Davis • Executive Director
Ebenezer Christian Children's Home

WWWC covers all of Wilkes County and into surrounding counties.

- 80% of 3WC's listeners are between the ages of 25-54.
- Over 50% are heads of households with children under the age of 18.
- The female/male demographics are almost even with 53% male and 47% female.



Radio

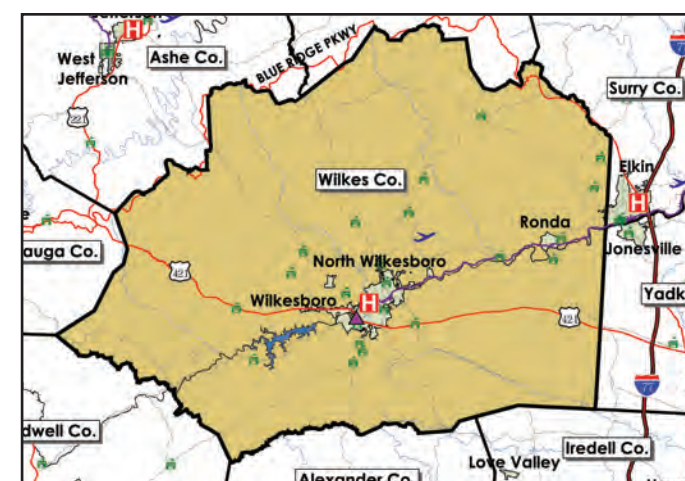
poket flap

business card holder

Hometown

Southern Gospel Values Serving Northwest North Carolina...

Home to over 68,000 residents, the Blue Ridge parkway and 13 buildings on the National Register of Historic Places, **Wilkes County** is known for its small town feel and southern hospitality. Residents and visitors alike can enjoy the history of the centuries' old community while also enjoying the amenities of the modern age including a regional shopping center, a community college and a new civic center. **Wilkes County** is home to several different industries including poultry, dairy, shoes, textiles, gloves and banking.



"While visiting in Hays, NC, I have your station on my car radio at all times, and when I am at home in Vermilion, Ohio, I have your station playing on my computer."

