

**A Profile of
a Powerful
Radio Station**

WEUP

**5000 Watts
at 1600
Since 1958**



and the Rocket-Powered City it Serves...

Huntsville, Alabama

WEUP PROGRAMMING:

A Profile of a Powerful Radio Station

Amid the hustling and bustling of gigantic space projects, booming housing construction and a population increase no city in the Deep South had ever witnessed . . . WEUP RADIO (owned by the Garrett Broadcasting Service) sprang into life on March 20, 1958.

No one could deny the "fame" popularity gathered by this novice in the field of entertainment and service . . . first of its kind in Alabama . . . the competitive media stood with mouths agape at this bright new sound of "Soul" which proved to be a shot in the arm for the Rocket City.

The slogan of this new "transfusion" has always been: "Always imitated — but never duplicated!"

WEUP RADIO signed on the air that bright March day with 1000 watts, with a signal that burst throughout Northern Alabama and southern Tennessee. About eight (8) months later, WEUP RADIO had growing pains and a brand-new 5,000-watt signal broke out across the plains and hills, putting this unforgettable sound out for a radius of 105 miles.

During the growing years, WEUP RADIO was housed in a trailer . . . the whole outfit gathered into one trailer plus additions as the staff grew. By comparison hard to realize, you may now find WEUP RADIO housed in the largest building for a radio station in North Alabama . . . modern in every respect.

This prosperity was made possible by struggles of its owner, Leroy Garrett, who started against unsurmountable problems but with an undying dream as most successful men do . . . and thru the hard work, made the dream a reality . . . against odds many men did not have to face in Alabama.

WEUP RADIO is now growing . . . still the only broadcast operation of its type in Alabama . . . growing and keeping pace with the growing metropolis that is HUNTSVILLE.

If you are ever in America's Rocket City, you're invited to stop by for a visit of WEUP RADIO . . . Huntsville's most powerful station with 5,000 watts a top-loaded tower producing power equivalent to 10,000 watts with a quarter-wave tower.

With almost a decade of service in its past, WEUP RADIO can boast of a growing and a faithful audience, giving its clientele the most resultful participation at all times!

WEUP RADIO serves Alabama's Third Market . . . home of Redstone Arsenal and Guided Missile Center. Huntsville population increased 131.7 percent with the 1960 Census and it has developed by leaps and bounds ever since.

HUNTSVILLE is an educational center . . . home of Alabama A & M College, Oakwood College, the Huntsville branch, University of Alabama . . . and the Joseph F. Drake Technical School.

WEUP RADIO's Air Salesmen are pledged to "Tell About and Sell the Product!"

5000 Watts at 1600 Since 1958

(with Power Equivalent to 10,000)

Music Format:

Gospel
Rock
Jazz
Pop
Request

News Coverage:

Beeper Phone
UPI Wire News
UPI Audio News

(First in Alabama)

Special Features:

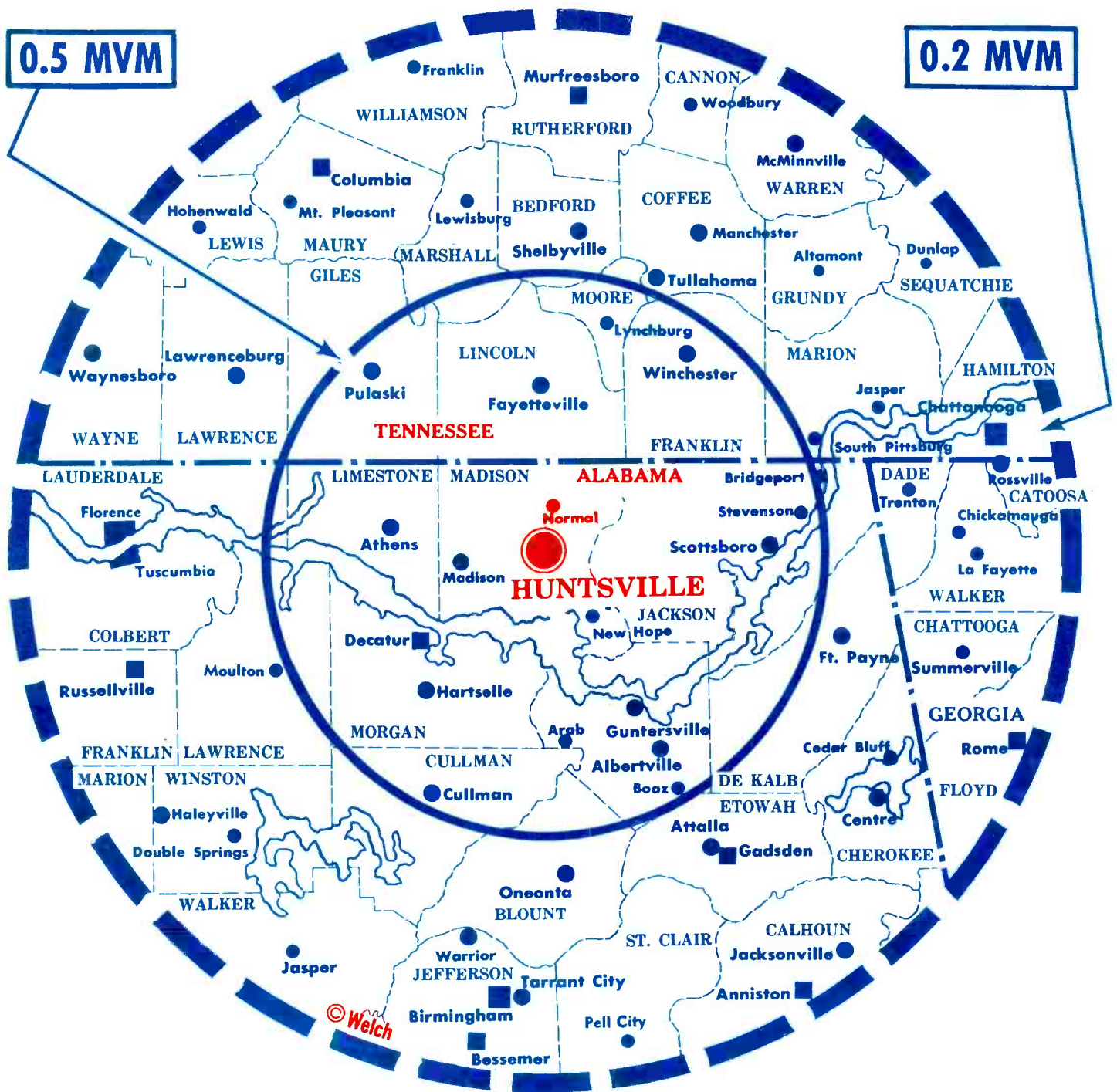
The People Speak
Sports Reports
From the People
Voice of the A&M
College "Bulls"
Sports Spotlight

Public Service:

Lost & Found
Death Notices
Missing Persons
Civic Interview
Redstone Arsenal
School News
Police Aid

Programs:

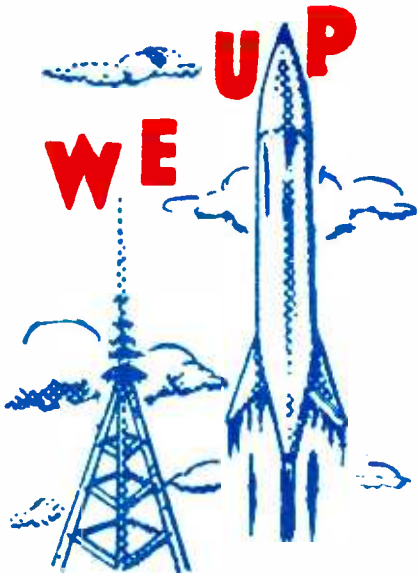
Blue Goose Show
Wake Up to Music
Pop-Time
WEUP Bandstand
Evening Sounds
Gospel Hour
Evening Gospel



Market Data:	0.5 MVM Coverage	0.2 MVM Coverage
Total Population	509,750	3,114,500
Negro Population	267,400	1,604,000
Total Households	145,900	883,200
Negro Households	74,300	401,040
Total Radio Homes	143,950	879,400
Negro Radio Homes	72,050	398,040
Automobiles	197,540	1,174,000
Negro-owned Autos	91,450	435,000

**Source: SRDS Consumer Market Data 1967;
Our World Research Data 1967.**

Market Data:	0.5 MVM Coverage	0.2 MVM Coverage
Food Stores	\$ 98,895,000	832,490,000
Drug Stores	\$ 14,156,000	195,054,000
Gen'l. Merchandise	\$ 58,340,000	472,514,000
Apparel Stores	\$ 23,946,000	194,001,000
Home Furnishings	\$ 24,188,000	187,514,000
Auto Sales	\$ 97,348,000	584,930,000
Service Stations	\$ 36,195,000	273,943,000
TOTAL		
RETAIL SALES	\$488,364,000	3,197,050,000
Spendable Income	\$683,532,000	5,934,540,000
Negro Spendable Income	\$278,045,000	2,189,050,000



**5000 Watts
(with the Power of 10,000)
at 1600 Radio**



The Top-Loaded Tower which Produces Signal Equivalent to 10,000 Watts with Regular Quarter-Wave Tower Boosting the WEUP RADIO Signal out 105 Miles in Every Way!

"SUGAR DADDY"

Andrew Dawkins
Assistant Manager



"BLUE GOOSE"

Leroy Garrett
**President
and Owner**




Your WEUP Air Salesmen include "Blue Goose", "Sugar Daddy", "Pete Moss", "Teen Thriller", "Rhonda Nho", "Rocky G", "Noble Masters" and "The Gospel Queen".

GARRETT BROADCASTING SERVICE

Leroy Garrett, President
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Phone (205) 536-0713

HUNTSVILLE, ALABAMA

35806

Designed and Produced by **RADIO**  **Unlimited**