

Waky 103.5

After stunting for a week that the station was going to go Country, listeners were surprised and ecstatic when the **Legendary WAKY Radio** was launched again on Friday, May 11, 2007! Now **Fun Lov'in WAKY 103.5** features the oldies format that the baby boomers love...the same music that was the soundtrack of their lives when they were listening to **WAKY** in the 60's and 70's. **WAKY 103.5** broadcasts to North Central Kentucky and Southern Indiana with 25,000 watts of power.

As the only locally owned station in Louisville Metro, the owners feel it very important that they are accessible to their listeners, customers and community leaders everyday.

WAKY is owned by three partners:



Rene' Bell is the General Manager and Sales Manager of both our stations, WAKY 103.5 and WLVK 105.5. With 20 years of being involved at every level of operations, she maintains a client list, works events, and manages a staff of about 15 people. She has served as a Board of Director for the Kentucky Broadcasters Association. She is actively involved with organizations like Repair Affair, Hooray for Heroes, various Chambers of Commerce and the KY Bourbon Festival to name a few.



Bill Walters began his career as a DJ in 1968, he soon moved into sales and then into ownership. Having served as President of the Kentucky Broadcasters Association in 1979-1980, radio is and remains Bill's first love.



Mike Baldwin and Walters began working together in 1972. Baldwin is very hands-on with the staff and involved every day with his clients. He enjoys working station events and being involved in the community by serving on various committees and lending a hand wherever he is needed. He is the "glue" and heart of the stations.

Together, these 3 people represent ***over 100 years and counting*** of radio experience and knowledge. As a team, they are committed to providing listeners with music and programming that keep them listening and involved. They are just as committed to providing advertisers with the very best coverage areas and quality commercials to ensure that advertising on either station will grow their businesses. **Integrity, quality and honesty in all things that the stations and employees are involved with are core values to each of them.**

Being actively involved is an advantage for all our clients. The owners are invested in helping the clients of the stations grow their businesses through advertising that sells. And they are always available to meet with and consult with any staff member or advertiser. Unusual in this day of corporate America, that is a huge advantage for the communities they serve, the station advertisers and the employees, demonstrating the level of commitment of each. **Please feel free to call any one of the three at 888-766-1035.**

www.waky1035.com