

Bargains Waiting To Be Discovered, Just Turn On The Radio

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In today's challenging economic times, consumers are always on the lookout for bargains and value. Residents of Metro Atlanta, West Georgia and East Alabama are turning to a popular radio program in order to buy, sell or trade anything from furniture to farm equipment, and most everything in between.

Located near the Georgia-Alabama state line and broadcasting at 50,000 watts during the daytime, WKNG (King Country AM 1060) has many loyal listeners who are shoppers seeking bargains. Beginning at 10:05 AM, every Monday through Saturday, you will find one of Georgia's longest-running radio programs, "TradeLine", a 32-year fixture on the airwaves, now serving consumers and bargain seekers throughout Metro Atlanta, western Georgia and eastern Alabama.

The concept of the one-hour TradeLine broadcast is simple: provide listeners an opportunity to phone in a "classified radio ad" for free. An accurate description of up to seven personal items for sale is submitted by callers, along with the callers' phone numbers announced to listeners over the air. Buyers and sellers are matched up instantly on the air in a personal manner, ensuring that each program provides unique items for sale at unbeatable prices. Listeners can also email the show at tradeline@wkng.com.

"I listen almost every day," says TradeLine caller Terry McBrayer. "You never know when someone is going to advertise something that you are looking for, and the show is very entertaining too. It's great radio."

Steve Gradick, CEO of Gradick Communications (the parent company of WKNG, King Country AM 1060), believes that the show's success can be directly attributed to the loyalty of its listeners in the many communities that the station serves. This unique programming concept for a radio broadcast garners support from both regional and local business sponsors, benefitting from a loyal following of listeners that are actively buying, selling and trading items of value.

"We strive to provide quality community radio," Gradick said. "We are proud of the fact that although we have expanded our listener-base, we have not strayed from that philosophy."

WKNG's (King Country AM 1060) primary music format on weekdays begins with its entertaining morning show host, Red Jones. Red, who is a 61-year veteran of broadcasting and a member of the Georgia Radio Hall of Fame, precedes TradeLine, which is broadcast every Monday through Saturday at 10:05 am.

No need to wait until the weekend for discounts or garage sales. For unbeatable values and daily bargains, tune in to TradeLine on WKNG (King Country AM 1060), every Monday through Saturday at 10:05am.

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