



3100 Highwoods • Boulevard • suite 140 • Raleigh, NC 27604

# POWER UP!

*Raleigh-Durham's WCMC 99.9 The Fan – ESPN Radio  
Has Turned Up The Juice!*

WCMC's recent power and antenna upgrade means we are delivering the Triangle's best sports programming to more people – LOUD AND CLEAR!

## MORE POWER!



**225%**  
Increase in  
power!

## MORE PEOPLE!



**49%**  
Greater  
Population!

## BIG STICK!

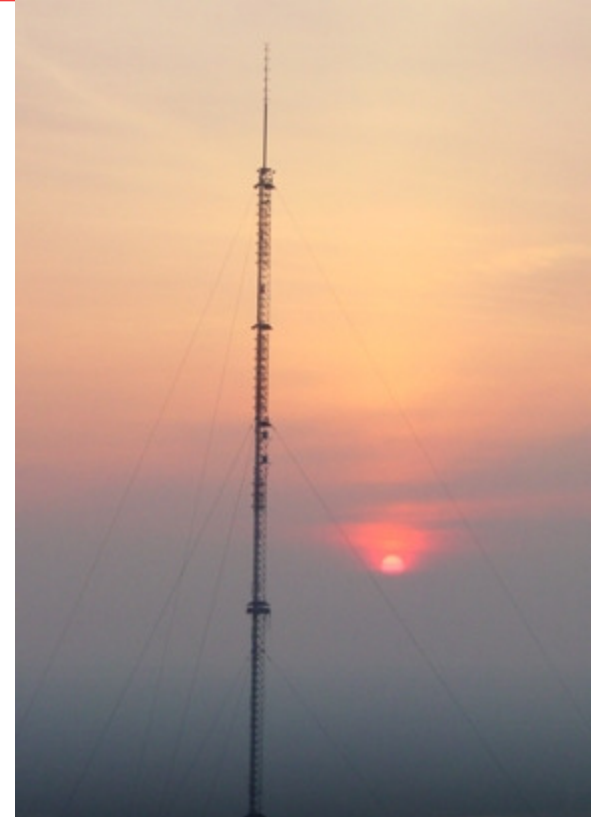


**20%**  
Increase in  
antenna height!

Power increased from  
8,000 watts  
to 26,000 watts.

Population Reach  
Before Increase:  
1,093,417  
NEW Population Reach:  
1,628,394

In addition to the power  
increase, WCMC has  
increased its antenna height  
nearly 20% to 667 feet!



The WCMC antenna is on the mammoth WRAL-TV tower located in Auburn, NC just 9 miles southeast of downtown Raleigh! The former tower location was in Youngsville, NC, which was 21 miles north of downtown Raleigh.