

TOCCOA FALLS RADIO NOW HEARD OVER AM 1480 WPFJ

Franklin, North Carolina -- August 1, 2011 -- Today operational control and ownership of AM 1480 WPFJ has transferred from Drake Enterprises over to Toccoa Falls College. "We are excited about the new opportunities WRAF brings to Macon county listeners by keeping Christian radio available in Franklin while expanding its community supported, non-profit programming to Western North Carolina." Drake Enterprises owner, Phil Drake said about the donation.

Toccoa Falls College operates a network of non-commercial Christian radio stations in northeast Georgia and the western Carolinas. Their flagship station, WRAF, can be heard in parts of the region on 90.9 FM, 100.9 FM and now 1480 AM. WRAF's programming is very similar to that previously heard on WPFJ. Contemporary Christian music (Chris Tomlin, Michael W. Smith, Hillsong) is featured during the morning and afternoon commute while Southern Gospel (Gaither Vocal Band, Greater Vision, The Hoppers) is played at lunch time. The acquisition of WPFJ will allow WRAF to upgrade the translator at 100.9 and have an FM quality signal that covers Franklin and beyond.

WRAF station manager Bryan Race noted; "Many of the same programs listeners of WPFJ previously enjoyed will continue to be heard over AM 1480 including: *Focus On The Family*, *Turning Point with David Jeremiah*, and *Adventures in Odyssey*." Race also said; "WRAF airs some of the ministry short features WPFJ listeners have enjoyed over the years from *Ken Davis*, *Ron Hutchcraft*, *Chuck Bentley*, and *Ken Ham*." The similarity in the format between WPFJ and WRAF along with Toccoa Falls' commitment to compellingly communicating the Gospel from a conservative and evangelical perspective, were major reasons behind Drake Enterprises choice to donate the station to the college.

WRAF has been broadcasting as a listener-supported ministry since 1980. Regular donations from over 10,000 local listeners and churches make it possible for the station to play popular preaching and Bible teaching programs from: *Chuck Swindoll*, *Charles Stanley*, *James Dobson*, *Joni Eareckson Tada*, *Chuck Colson*, *Kay Arthur* and many more of the nation's premier Christian radio ministries.

Just as many other stations have expanded their listenership to include anyone with an internet connection or who owns a Smartphone, WRAF can be heard via iPhone and Android apps and through AudioNow, a service allowing anyone to listen by calling 678-804-6378. Listeners can also interact with Toccoa Falls Radio and its DJ's on Facebook, Twitter, and YouTube. A complete program schedule along with a live audio feed is available on the Toccoa Falls Radio website at www.myfavoritestation.net.

About Toccoa Falls College

Toccoa Falls College is considered one of the top Christian colleges in the nation. It consistently ranks in the top 50 colleges in the country according to *US News and World Report*. The campus, which is located in the foothills of northeast Georgia, consists of more than 1,100 acres

and is bordered by national forest. The natural beauty of the area is breathtaking and provides endless opportunities for outside activities like hiking, whitewater activities, camping and much more.

The motto of the school is "Where Character is Developed with Intellect." Degree programs include: Business Administration, Biology, Cross-Cultural Studies, Teacher Education, Counseling-Psychology, Biblical Studies, English, and much more. A high percentage of the graduates of Toccoa Falls go on to receive further degrees related to fields of study. They also serve in a wide range of secular and non-secular vocations around the world.

For more information about Toccoa Falls College and a complete degree listing, please visit www.tfc.edu or call 1-888-785-5624.

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