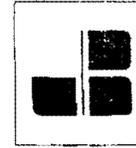


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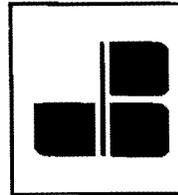
BUFFALO, NY
6/83 sp



MARKET FORMATS

| FACILITY | AOR | | DISCO | MASS | ADULT CONTEMP. | PERSONALITY | DIVER. SIFIED | BEAU-TIFUL | NEWS | TALK | COUNTRY | OTHER |
|----------------------------------|--------------|--|-------|------|----------------|-------------|---------------|------------|------|------|---------|-------|
| | CONTEMPORARY | | | | MOR | | | | | | | |
| WGR 550 khz 5,000 watts | | | | | /o dies | | | | | | | |
| WBEN 930 khz 5,000 watts | | | | | | | | | | | | |
| WUFO 1080 khz 1,000 w/Daytime | | | | | | | | | | | | /R&B |
| WNYS 1120 khz 1,000w/Daytime | | | | | | | | | | | | |
| WECK 1230 khz 1,000wd/250wn | | | | | | | | MOYL | | | | |
| WHLB 1270 khz 5,000w/Daytime | | | | | | | | | | | | |
| WYSL 1400khz 1,000wd/250wn | AUTO | | | | | | | | | | | |
| WKBW 1520 khz 50,000 watts | | | | | | | | | | | | |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|---|--|--------------------------------|--|--|
| WBEN-AM | 930 kHz 5,000w 24 hrs. | Eastman NBC ----- * | Adult Contemp. | Ten minutes of news on the hour with NBC correspondent reports inserted. AP, UPI newswires used. Brief headlines on the half-hour in drives. Traffic reports via helicopter. Sports within newscasts: 5 min. in AM Drive. Light weather reports throughout the day. 5-6AM Agri-News. 12N-12:30 "Newsday" info block.- Buffalo Bills football; Sabres hockey; AAA baseball. | Music mix is contemporary and oldies with a heavy emphasis on oldies (approx. 60%). About five songs per hour in AM Drive. National and local rates basically the same. Combo sales plans available with WBEN-FM. High percentage (over 60%) is 50+. |
| WBEN-FM | 102.5MHz (ABC-FM) 100,000w Stereo 24 hrs. 340 ft. | | TM Rock | Limited news. | Went LIVE, Fall, 1984. Limited personality-orientation: time, temperature, etc. only. Syndicated Contemporary rock format. Promotions include some billboards, tv, and bus cards. "Rock 102" slogan. |
| WBLK-FM | 93.7MHz 50,000w Stereo 24 hrs. 380 ft. | Selcom CBS-RR ----- | R&B/Urban Contemp. | Five minutes of news at :15. Local and national news also featured with emphasis on Negro affairs. | Full-time FM programming for the Black listener. More urban sound with no Jazz or Gospel programming. |
| WBUF-FM | 92.9MHz 91,000wh 49,000wv Stereo 24 hrs. 580 ft. | McGavren- Guild RKO ----- WBUF, Inc. | Contemp. Beautiful Music | News on the hour. | Air personalities handle all segments. Owners same as WVOR/ Rochester. Carries "Top 30 USA" (CBS). |



COMPETITIVE STATION ANALYSIS

MARKET: BUFFALO, NEW YORK
7/85

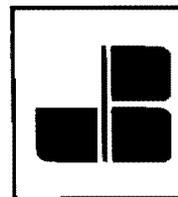
| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|--|---|---------------------------------|---|---|
| WKBW-AM | 1520 kHz 50,000w 24 hrs. STEREO | BLAIR RADIO ABC-D/ NBC-T ----- CAP CITIES/ABC | ADULT CONTEMP./ PERSONAL. | WKBW's informational coverage blends news (local, ABC-D and UPI) with exclusive Accu-Weather reports 8x/hr. - including two live reports in AM Drive; traffic 4x/hr. in drives; sportscasts at :15/:45 (6-8:30). Agri-news within the "Good Mornin'" Show, 5-5:30AM. Newblock with start-the day information, 5:30-6AM. | WKBW is Personality Radio beginning each day with 20+-year 'KB veteran Dan Neaverth in AM Drive. Mid-days are hosted by Tommy Shannon, a favorite of 'KB listeners in the '60's who plays popular oldies ('60's-'70's) along with info features from this era. He's followed in PM Drive by the popular Sandy Beach. At night, 26-year veteran John Otto airs from 7-10PM, followed by NBC's TalkNet. Keep in mind that at night, WKBW's signal blankets the entire eastern seaboard! Excellent visibility via on-going promotions: contests, tv, billboards, bus shelters, bus cards and its remote "Satellite Stereo Studio" mobile unit. Local tie-ins with family-oriented outdoor activities, including remotes from the Raft Race and the Erie County Fair, the largest in the country. Solic promotions. Programming features include the Saturday Night Oldies Show, 6PM-12MID. |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|------------------|--|--|---------------------------------|---|--|
| WECK-AM | 1230 kHz 1,000w 250w 24 hrs. | Masla MBS/ABC-I ----- Quid Me Bdcstg. | Music of Your Life | | Poor signal. |
| WGR-AM | 550 kHz 5,000w 24 hrs. | Katz ABC-E ----- | Contemp./ Oldies | News on the hour and at :30 in AM/PM Drives.- Four person news dept. Buffalo Sabres hockey features in season. Sports reports within drive time news. | Good signal coverage. Music mix of contemporary with a high percentage of Oldies (approx.- 50/50). Using some tv with emphasis on personalities. Si- mulcasting with WGR-FM in AM Drive. |
| WGR-FM (WGRQ) | 96.9mHz 12,600w Stereo 24 hrs. 890 ft. | (NBC-S) | Full-serv. Adult Contemp. | | Format and call letter change, 1/4/85 from AOR/Superstars. Back-to-back soft music, similar to WBUF, in other dayparts after AM Drive. |
| WHLD | 1270 kHz 5,000w Daytime | Savalli-Schutz ----- Butler Comm. | MOR | News on the hour with additional 'casts in AM Drive. | |
| WJYE-FM | 96.1mHz 50,000w Stereo 24 hrs. 480 ft. | Torbet ----- McCormick Comm. | Beautiful Music (Schulke) | Headline news only. | Exclusive format in the market. Schulke programmed:- all tapes. No personalities. TV spots. |
| WNYS-AM | 1120 kHz 1,000w Daytime | Major Market ----- Radio Buffalo | Contemp. Hit Radio | | Simulcast in AM and PM Drives.- Some promotions: billboards and give-aways. Carries American Top 40. |
| WNYS-FM | 104.1mHz 50,000w 24 hrs. 37 ft. | | | | |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|-------------------|---|---|-------------------|---|---|
| WKSE-FM (WRXT) | 98.5MHz 50,000w Stereo 24 hrs. 424 ft. | HNWH ABC-R ----- Porter Bdcstg. | CHR | News at :60 with additional 'casts at :30 in drives. | Format change mid-Sept. from AOR. New call letters, 4/85. Now positioned as "Kiss 98 1/2 FM", with no format change anticipated. |
| WUFO-AM | 1080 kHz 1,000w Daytime | Selcom SBN ----- Sheridan Bdcstg. Corp. | R&B | Local news followed by national at :50, 10. min. in length with emphasis on Black-oriented stories. | Daytime AM programming for the Black listener. National/local rates the same. |
| WYRK-FM | 106.5MHz 30,000w Stereo 24 hrs. 390 ft. | McGavren- Guild ----- Stoner Bdcstg. | Modern Country | Five minutes of news on the hour read from UPI wire by personalities. | Exclusive format on the FM band. Three-in-a-row programming (locally programmed). Solid promotions including tv. |
| WUWU-FM | 107.7MHz 32,000w Stereo 24 hrs. 470 ft. | ----- * | Contemp. Rock | | Licensed to Wethersfield. Limited impact. *Sold to Devine Bdcst. Corp., with format change to AOR anticipated after sale is approved. |
| WYSL-AM | 1400 kHz 1,000w 250wn 24 hrs. | CBS Radio Reps ----- Howard Bdcstg. | Rock (Autom.) | News from CBS Network. | No personalities. "14 Rock" logo. Carries CBS "Top 40 Satellite Survey". |
| WPHD-FM | 103.3MHz 49,000w Stereo 24 hrs. 340 ft. | (CBS-RR) | Contemp. Rock | Light news summaries in AM Drive. One minute headlines per hour in other dayparts. | Combo sales plan with WYSL-AM.- Loyal audience. Blue humor in the morning. |

MARKET: PHILADELPHIA, PENNSYLVANIA
4/86

4



COMPETITIVE STATION ANALYSIS

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|----------|--|---|-------------------------------------|---|--|
| WXTU-FM | 92.5MHz 40,000w STEREO 24 HRS. 900 FT. | BLAIR RADIO MBS ----- BEASLEY BDCSTG. (N/S: Summer) | CONTINUOUS MAINSTREAM COUNTRY | News at :20/:50 in AM Drive. Helicopter and Shadow Traffic in drives. Mutual life-style news at :20 throughout the day. | 92-FM is Philadelphia's only Stereo Country Music station. Three-in-a-row format with personality-orientation. WXTU features American Country Countdown, On a Country Road, and Weekly Country Music Countdown. WXTU recently launched its "Cars & Cash" promotion, the likes of which have never been heard on Philadelphia radio with a \$29,000 Porsche among the prizes! |
| KYW-AM | 1060 kHz 50,000w 24 hrs. | Select Radio Reps NBC ----- Westinghouse | All News | Large news staff. Numerous local, national and regional public service features. NBC network.- Sports, Accu-Weather, Shadow Traffic and editorials throughout the day. | Consistent promotion on tv. Skews heavily 45+. Heavy commercial load. |
| WCAU-AM | 1210 kHz 50,000w 24 hrs. | CBS Radio Reps CBS ----- CBS Inc. | News/Talk/ Personal. | Newsblock 5-9AM. CBS news on the hour and local news on the half-hour throughout the day. Flagship station for Phillies baseball.- Airborne traffic, financial reports and weather added in AM Drive block. Sportstalk shows:5:30-8PM and 10PM-12MI | Top facility in the market. Known as "The Feel of Philadelphia". Heavily promoted. |
| ----- | ----- | ----- | ----- | ----- | ----- |
| FM on ne | page... | | | | |

BLAIR RADIO

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|----------------------|--|---|-------------------------------|---|---|
| WCAU-FM | 98.1mHz 12,600w Stereo 24 hrs. 1,000 ft. | (CBS-RR) | Top 40/ Personal. | News at :50 from 6AM-7PM. | High energy personalities.- Please note they recently lost AM host Phil Barsky, moved mid- day host into AM Drive: now replaced him with late-nighter Terry Young.Heavy TV campaign. |
| WDAS-AM | 1480 kHz 5,000wd 1,000wn 24 hrs. | HNWH NBN ----- Unity Bdcst. Network | R&B/Gos- pel/News/ Talk | Newsblocks 5-8AM and 4-6PM. News on the hour other times. | 100% Black-oriented program- ming. Talk from 8-11AM and 2-4PM with Gospel from 11AM-2PM and 10PM-5AM; R&B from 6-10PM. |
| WDAS-FM | 105.3mHz 50,000w Stereo 24 hrs. 870 ft. | (Ind.) | Black Progres- sive | 3-minute newscasts on the hour all day. | Black progressive music and LP's. Sold in combination. |
| WDVT-AM (WFLN-AM) | 900 kHz 1,000w Daytime | ----- Masada Corp. | Talk | | Formerly WFLN/Classical, changed owners, call letters and format, 7/85. Ownership is headed by Frank Ford, a long- time agency owner/talk host. |
| WEAZ-FM | 101.1 mHz 50,000w Stereo 24 hrs. 1,010 ft. | McGavren-Guild ----- WDVR, Inc. | Easy List. (Bonnev.) | News and weather at :55. Helicopter traffic reports in AM Drive.- Stock market report at 5:30PM. | More vocals with live announc- ers in all dayparts. Exclusive good music station in the market. Well-positioned and promoted. |
| WFIL-AM | 560 kHz 5,000w 24 hrs. | Eastman ABC-D/NBC-T ----- LIN Bdcstg.. | S o l i d Gold/ | News twice hourly in drives; once hourly in other dayparts. Carries play-by-play of '76-ers basketball. | Music from the '60's and early '70's. Fired Joey Reynolds(AM Drive), 12/85. Replaced by husband and wife team. Recently added NBC Talk Net from 8PM-6AM. |

FM on next page...

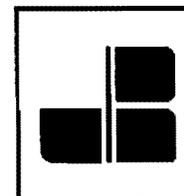
| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|--|---------------------------------------|-----------------------|---|---|
| WUSL-FM | 98.9mHz 18,000w Stereo 24 hrs. 830 ft. | (Eastman) (ABC-FM) | Urban Contemp. | News and information twice hourly in AM drive; once hourly in PM Drive. Traffic in both drive times. | "Power 99 FM" slogan. Blends mostly Black hits with limited crossover. Heavy "Rappin'" music at night. PD Tony Gray, left for WRKS/NY, and ironically replaced by former WRKS/NY PD Tony Quarterone. |
| WFLN-FM | 95.7mHz 50,000w Stereo 24 hrs. 490 ft. | CMBS ----- Franklin Bdcst. | Classical | Newscasts hourly with additional 'casts on the half-hour in drives.- Business wrap-up at 5:55. | Former simulcast with sister AM station which was sold July '85, and is now WDVT/Talk. |
| WHAT-AM | 1340 kHz 1,000wd 250wn 24 hrs. | Weiss & Powell ABC-I ----- * | R&B/Black | Five minute newscasts on the hour. Penn State football play-by-play. | 100% Black-oriented programming. *Being sold to Main Line Comm. |
| WWDB-FM | 96.5mHz 12,000w 24 hrs. Stereo 1,200 ft. | ** | All Talk | Sportstalk airs from 8PM-12MID. | Philadelphia's leading talk station. **Being sold to NEWSystems Group. |
| WIOQ-FM | 102.1mHz 27,000w Stereo 24 hrs. 650 ft. | McGavren-Guild ----- * | "Classic Rock" | Morning Drive news and sports. Sunoco Traffic update. | New PD: Chuck Browning, 4/86. Format now positioned as "Classic Rock" mixing album tracks with A/C selections (3/6/86). "Harvey in the Morning" AM show.*For sale, 2/86, as are all Outlet stations to mgt. |
| WIP-AM | 610 kHz 5,000w 24 hrs. ----- FM on next page.. | Katz ABC-E ----- *Metromedia | A d u l t Contemp. | Newsblock 5-5:30AM. Helicopter traffic in drives. Flyers hockey and Eagles football.- Paul Harvey 3x/day. | Ken Garland: 20 yrs. AM Drive. Skews older (45+). Talk programming 9PM-12MID. "Info-tainment" mid-day show blending music and talk programming. *Stations sold, 3/86 to mgt. |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|---|---|---------------------------------|--|---|
| WMMR-FM | 93.3mHz 25,000w Stereo 24 hrs. 670 ft. | (NBC-S) * | Prog. Rock | Local and national news every half hour in AM Drive and also at 12NN. | John DeBella in AM Drive. Lots of special features. Personality-oriented. *Announced for sale with all other Metromedia stations to mgt. and an investment company. |
| WKSZ-FM | 100.3mHz 35,000w Stereo 24 hrs. 600 ft. | Masla ----- Greater Media | Soft A/C | Two minutes of news on the hour with additional 'casts at :30 in drives. | Licensed to Media, Pa. "Love Songs" format. "Kiss 100" slogan. |
| WPEN-AM | 950 kHz 5,000w 24 hrs. | Major Market USN ----- Greater Phila Radio Inc. | Music of Your Life | News on the hour and half-hour in drives.- Helicopter traffic in AM Drive. | Evolved from MOR to Music of Your Life, Fall, 1985. Carries many features such as "Swinin' Years", "Music Makers" and "The Great Sounds" on weekends. |
| WMGK-FM | 102.9mHz 50,000w Stereo 24 hrs. 300 ft. | | Soft A/C | News and traffic in drives. | Lost AM host, 3/86. Mellow hit-oriented music blended with oldies from '67-'74. Heavy tv promotion and some billboards. Limited personality-orientation. Jazz Show now Sun. AM. |
| WPGR-AM | 1540 kHz 50,000w Daytime | Select Radio Reops ----- Pyramid | Adult Contemp./ Personal. | | Simulcast with WSNI in AM Drive. |
| WSNI-FM | 104.5mHz 26,000w Stereo 24 hrs. 1,080 ft. | | Contemp./ Personal. | Three "104-second updates" in AM Drive including traffic, which also airs in PM Drive. | Sold in combination. Carries "Top 30 USA". Don Cannon & Co. hosts AM Drive with side-kick Dennis Malloy and newsman Tony Bruno. |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|---|---|-----------------------|--|---|
| WTEL-AM | 860 kHz 10,000w Daytime | Caballero ----- WTEL, Inc. | Spanish/ Religious | Local news hourly. | Religious programming in half-hour and 1/4-hour segments from 6AM-12NN. Spanish the remainder of the day. |
| WYSP-FM | 94.1mHz 16,000w Stereo 24 hrs. 900 ft. | Torbet ABC-R ----- Infinity Bdcstg. Corp. | Contemp. Rock | | Personality-oriented AOR format carrying a line-up of featured programs weeknights and on the weekends. Pollack consulting. Joey Reynolds (from WFIL) out of AM Drive as of 3/86: now on WNBC/NY. Blue humor in AM Drive *Mike Joseph consulting. |
| WZGO-FM | 106.1mHz 19,000w Stereo 24 hrs. 740 ft. | Christal ABC-C ----- Cox Bdcstg. | Contemp.* | News hourly at :20 in drives. Traffic and sports updates within. | Ross Brittain, formerly of WHTZ/NY, in AM Drive (9/85) promoted via billboards. Carrying "Jazz Fusion" Sunday nights from 8PM-12MID. |
| WZZD-AM | 990 kHz 50,000wd 10,000wr 24 hrs. | ----- Communicom Corp. of America | Religious/ Gospel | Five minutes of news at :20. | |

MARKET:

PITTSBURGH, PENNSYLVANIA
4/86



COMPETITIVE STATION ANALYSIS

3

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|--|---|-------------------------------------|---|---|
| WBZZ-FM | 93.7mHz 41,000w STEREO 24 HRS. 547 FT. | BLAIR RADIO ----- EZ COMM. (B) | CONTEMP. HIT RADIO/ PERSONAL. | <p>Newscasts highlighting local stories air twice hourly in AM Drive.- Sports updates are added within, with AM Drive reports from former Steelers star Rocky Bleier.</p> | <p>WBZZ is promotionally active in the Pittsburgh market year--round, with outside visibility via tv, bus sides, and newspaper advertising, along with involvement with local charities and civic activities. B-94 carries "Countdown America" Sundays from 10AM-1PM. Strong personalities led by AM Team "Banana" Don Jefferson and Jim Quinn, who head the "Bee Team". B-94 also ties in with local concerts. Excellent ratings growth.</p> |
| KDKA-AM | 1020 kHz 50,000w 24 hrs. | Select Radio Reps NBC Westinghouse | Personal./ Talk/ Contemp. | <p>Heavy concentration on news, information, traffic and weather in AM Drive. Features a team approach in morning drive with "The K Team". Carries Pittsburgh Pirates baseball, Penguins hockey and Penn State football play-by-play.</p> | <p>Strong news and community image. Format varies: music, though very sparse, is contemporary. John Cigna, formerly a 10-year nighttime host, is in AM Drive. Well-executed format and promotions. Excellent signal. Talk from 6PM-6AM with shows that are sometimes controversial. Skews older.- "KD & You" theme. Lost long-time mid-day host Art Pallan (retired) 3/85. Station celebrated its 65th birthday on November 2, 1985.</p> |

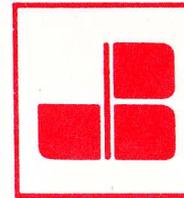
BLAIR RADIO

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|---|---|--------------------------|--|---|
| KQV-AM | 1410 kHz 5,000w 24 hrs. | Christal CBS/MBS ----- Calvary, Inc. | News/Talk | Closest thing to "all news" in the market; however, mainly talk features during mid-days and nighttime hours. Sam Nover sportstalk. Wall St. Journal Reports daily . Carries Notre Dame sports . | Larry King airs overnight. |
| WAMO-AM | 860 kHz 1,000w Daytime | Masla ----- Sheridan Bdcstg Co. | Black R&B | | Simulcast with FM Mon-Fri 3-7PM and Saturdays 12N-7PM. |
| WAMO-FM | 105.9mHz 72,000w Stereo 24 hrs. 440 ft. | | Urban Contemp. | | More of a service-oriented approach than its AM station.- Good presentation. Strong female listenership. |
| WDVE-FM | 102.5mHz 50,000w Stereo 24 hrs. 820 ft. | Eastman NBC-S ----- Taft Co. | AOR (Super- stars) | News twice hourly in AM Drive, five minutes in length. | Strong local image. Heavier rock sound than its competitors. Concert tie-ins with heavy metal groups. |
| WEEP-AM | 1080 kHz 50,000w Daytime | Republic ABC-I ----- Golden Triangle | Country | | Directional signal. Country/-Western format has a limited appeal in the market. Simulcasting AM Drive as of 3/85. AM Team: Gary Love & Keith James. |
| WDSY-FM | 107.9mHz 36,000w 24 hrs. | | Easy Country | News at :60. | FM calls itself "Daisy" with a very soft background sound after AM Drive. |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|-------------------|--|---------------------------------------|-----------------------------|--|---|
| WJAS-AM | 1320 kHz 5,000w 24 hrs. | Major Market ABC-D ----- * | Music of Your Life | Carries Duquesne University basketball. | *Was set to be sold to Renda Broadcasting, which owns WSHH-FM, but deal fell through, 6/85. Owned by Beni Bdcstg. of Pittsburgh. |
| WJLY-AM | 1550 kHz 1,000w Daytime | ----- Unity Bdcstg. | Gospel | | Leaning towards more of a contemporary sound. |
| WMYG-FM (WHYW) | 96.6mHz 60,000w Stereo 24 hrs. 930 ft. | Christal * | Adult Contemp. "Y-97" | | *Sold, early '86 with new call letters and personalty line-up, 3/20. AM Team from Norfolk. Other personalities shifted into other dayparts. "Classic Tracks" Oldies: M-F 7P-12MID. |
| WPIT-AM | 730 kHz 5,000w Daytime | ----- Pyramid | Gospel | | |
| WPIT-FM | 101.5mHz 19,000w Stereo 6AM-12MID | | | | |
| WLTJ-FM (WPNT) | 92.9mHz 47,000w Stereo 24 hrs 890 ft. | Weiss & Powell ----- WPNT, Inc. | Adult Contemp. | | Was Beautiful Music until 8/84. Had softened its playlist to appeal more 35-54, competing with WSHH-FM. With new call letters 4/86, have become a bit more uptempo. |
| WSHH-FM | 99.7mHz 10,000w Stereo 24 hrs 930 ft. | Major Market ----- Renda | Easy List. (Carson) | Two minutes of news on the hour and half-hour from 6-8AM. 90-second news headlines air every other hour thereafter.- Traffic in drives. Natic 1 Weather Service for sts at :30. * | Good signal. "Wish" is the exclusive easy listening station in the market. *Wall St. Journal Reports also air weekdays. |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|--|---|---------------------------------|--|--|
| WTAE-AM | 1250 kHz 5,000w 24 hrs. | Katz ABC-E/ USN II ----- Hearst Corp. | Adult Contemp./ Personal. | News on the hour and half-hour in drives; on the hour all other dayparts. Joe Nardo weather service. Tie-in with tv news personalities. Myron Cope sports talk show Mon-Fri 7-8PM. Steelers football and U of Pittsburgh football and basketball. Commentaries daily in drive times by Myron Cope. | Heavy emphasis on personalities. Good sports image. Jack Bogut, long-time KDKA personality hosts AM Drive, but has been losing audience over the past year. He also does a tv show from 10-11AM following his show each weekday. New GM: Richard White, formerly of P/W Reps. New Station Manager, Dave Mason, former PD at WKRC/Cincinnati. |
| ----- | ----- | ----- | ----- | ----- | ----- |
| WHTX-FM | 96.1mHz 50,000w Stereo 24 hrs 500 ft. | | Top 40* | News twice hourly in AM Drive and on the hour in PM Drive. John Steigerwald on sports in AM Drive (WTAE-TV personality). Traffic reports in drives. *Steelers football simulcast in '85. | Very inconsistent format: softened their sound 8/85, though not positioning themselves as A/C. "Hit Radio 96" theme, featuring hit singles. AM Team O'Brian and Garry popular in the market though heavy on talk and information. |
| ----- | ----- | ----- | ----- | ----- | ----- |
| WTKN-AM | 970 kHz 5,000w 24 hrs. | McGavren-Guild ABC-C ----- Shamrock | Talk (ABC/ local) | Network and local news in drives. Accu-weather reports and rush-hour traffic updates featured. Play-by-play of Penn State football. | Local talk segments air in AM Drive and from 4PM-12MID. NBC TalkNet at night. |
| ----- | ----- | ----- | ----- | ----- | ----- |
| WWSW-FM | 94.5mHz 50,000w Stereo 24 hrs. 310 ft. | | Adult Contemp. | Network and local news along with traffic reports in drives. Accu-Weather throughout the day. | Special features on WWSW-FM include American Top 40 on Sundays from 10AM-2PM; "Sound-track of the '60's" on Sundays from 6-9PM. Playi Oldies at night. |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------------------|--|---|---------------------------------|------------------|--|
| WWCL-FM (WNUF-F) | 100.7mHz 20,000w* Stereo 24 hrs. 1,576 ft. | Torbet ----- Empire Media | Adult Contemp. (Fairwest) | | Off the air 1/3/85, this New Kenington station signed on March 1st as WWCL (new owners and call letters). Formerly Big Bands. *Has applied for 50kw. |
| WYDD-FM | 104.7mHz 50,000w Stereo 24 hrs. 500 ft. | Roslin ABC-FM/ CBS-RR ----- Gateway Bdcstg. | New Music | | Signal problems. Using Rick Carroll's "Rock of the '80's" format. Carries "Entertainment Coast to Coast" from CBS. |



COMPETITIVE STATION ANALYSIS

MARKET: SEATTLE, WASHINGTON
4/86

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|----------|--|---|------------------------------|---|---|
| KING-AM | 1090 kHz 5,000w 24 hrs. | BLAIR RADIO NBC/MBS/CNN ----- KING BDCSTG. (N/S: SUMMER/ WINTER) | NEWS AND INFORMA- TION | KING-AM is a full-ser- vice station delivering 24 hours of news and information utilizing NBC, MBS, CNN (weekends) and a local news team. High business news profile with Bill Taylor's "Moneytalk", Wall St. Journal Reports and Ric Sarro's local reports. KING AM has Seattle's only health/ science reports by Frank Catalano (carried regu- larly on NBC network).- Traffic features SKYTWIN (two-plane) reports and Metro Bus Reports provide the fastest and most in- depth traffic coverage. | Formerly an all-news station, KING-AM upgraded to a full-ser- vice news and information station. Heavier emphasis on personalities. Jim Althoff, the mid-day interview/talk host, is the best in the market, providing in- depth, beyond-the-headline informa- tion. Stacy Taylor, in early evenings, bridges the gap between the PM Drive newsblock and the Larry King Show (9PM). "Moneytalk" with Bill Taylor airs weekdays from 3-4PM. Heavy outdoor, transit and tv ad camapign with the theme: "News and Information is our <u>Only Game</u> " (targeted against KIRO's commitment to play-by-play sports.) |
| KING-FM | 98.1mHz 100,000w Stereo 24 hrs. | (Ind.) (B) | Classical | News airs every half-- hour in drives. KING-FM airs satellite-fed Wall St. Journal Reports 9x weekdays as well as local business news reports three times daily. Time, weather and traffic updates at each break during drive times | KING-FM is Seattle's only 24-hour Classical music station. Dayparted to attract a broad base of upscale listen- ers. Limited commercial load provides uncluttered medium for advertisers' messages. Listener loyalty to this unique format is very strong. Features include "Speaking of Wine"; and Arts/Events Calendar, and regular local concei |
| SEE P. 2 | R KLSY | AM/FM... | | | |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|---|---|----------------------------------|--|---|
| KLSY-AM | 1540 kHz 5,000w 24 hrs. | BLAIR RADIO CBS-RR ----- Sandusky (B) | Adult Contemp./ Personal.* | "Classy" is the news leader among A/C station, with lifestyle 'casts twice hourly in AM Drive and at :50 in PM Drive. Traffic from the market's only female traffic reporter, and weather from KLSY's meteorologist. Sports reports are added in AM Drive as well. | "Classy/KLSY" features George John's highly successful A/C format, (currently simulcast in Drives: to go 100% simulcast by 5/86). Excellent promotional visibility via its "Incredible Prize Catalogue" (sent to over 500,000 households penetrating 80% of the Adult 25-54 population), along with on-air contests, and involvement in community events and sponsorship of listener-involvement activities year-round. Mixes some currents in playlist. Mostly in AM Drive with Bruce Murdock. |
| KLSY-FM | 92.5mHz 100,000w Stereo 24 hrs. 1,100 ft. | | | | New call letters 12/84. |
| KARR-AM | 1460 kHz 5,000w Daytime | MBS ----- Comm. Kirkland Bdcst. Corp. | Adult Contemp. (Transtar) | Local news at :60/:30.- UPI Wire. Mobile unit traffic reports. | |
| KBAE-AM | 1380 kHz 5,000w 24 hrs. | Savalli & Schutz ----- First Pacific | Adult Contemp. | News at :60 with ten-minute 'casts at 6, 7, 8AM and 5PM. Three minute headlines on the half-hour in AM and PM Drives. Carries high school football and basketball. | |
| KBLE-AM | 1050 kHz 5,000w Daytime | ----- KBLE, Inc. | Religious | Hourly news. | Local and syndicated religious programs. |
| KCIS-AM | 630 kHz 5,000w Daytime | ----- Crista | Christian Inform. | Local news hourly. UPI Wire and Audio also used. | |
| KCMS-FM | 105.3mHz 115,000w Stereo hrs. 1 ft. | | Christian Contemp. | News on the hour with traffic, sports and stock reports included in drive-time 'casts. | Playing Christian Contemporary music. Does very well. |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|---|--|------------------------------------|---|--|
| KEZX-FM | 98.9mHz 100,000w Stereo 24 hrs. 1,070 ft. | Eastman ABC-E ----- Park | Adult Contemp. | News every half-hour in AM Drive (until 8:30AM) and every other hour after 9AM. Business reports at 8:10AM, 11AM and 2PM. | Features all original songs with a heavy emphasis on vocals. Music mix geared to 35-44 year old demos. Rumored for sale. Positioned as "Gourmet Rock". (Fired Sebastian as consultant). |
| KIRO-AM | 710 kHz 50,000w 24 hrs. | CBS Radio Repts CBS ----- Bonnevillle | N e w s / - Sports/ Talk/MOR | Newsblocks 5:30-10AM, 12N-1PM and 5-7PM. Helicopter traffic in drives. Sportstalk show airs Mon-Sat 7:30-9PM.- Carries Seahawks football, Mariners baseball and Supersonics basketball (whose owner owns KJR Radio). Recently added U of Washington Huskies football and basketball (from KOMO), eff. 3/86. | Heavy outdoor and television promotion. Strongest signal in the market. Sold in combo with FM. Strong identity in the market. Heavy news and sports image. Psychologist call-in show on Saturdays. *Airs music in mid-days and on weekends between talk and sports programming. TalkNet carried on a tape-delay overnights. Heavy sports play-by-play: contracted to over 350 broadcasts/yr. Play-by-play interferes with PM Drive newsblocks. |
| KSEA-FM | 100.7mHz 100,000w Stereo 24 hrs. 730 ft. | | Beautiful Music (Bonnev.) | 5 minutes of news each hour with 2-min. headat :30 in drives. | Four breaks hourly. Strong TV and outdoor promotion. Has returned to original Bonneville format abandoning attempt to appeal to younger demos. |
| KIXI-AM | 880 kHz 50,000w 24 hrs. | Christal ----- * | Big Bands | Targeted to 50+ | *Both stations for sale to Thunder Bay Comm. (of Cleveland). |
| KIXI-FM | 95.7mHz 100,000w Stereo hrs. .00 ft. | | Soft Adult Contemp. | Targeted 35-44. | "Get your rock...Soft" theme. *New call letters, KSNE, "Sunny 95.7", pending approval. |

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|---------|--|---|-------------------------------|---|--|
| KJET-AM | 1590 kHz 5,000w 24 hrs. | HNWH NBC-S ----- KJET, Inc. | Modern Rock | | Sold in combination with KZOK-FM (below) .Carries "Sexually Speaking" on Sunday evenings at 10PM (same as FM). New GSM: R. Cosgrove, 3/86. |
| KZOK-FM | 102.5mHz 100,000w 24 hrs. Stereo 1,165 ft. | | Hard AOR | NBC-Source and youth-or- iented lifestyle news, along with local and drive time newscasts. | Lost John Langan (AMD) 2/86. Hard Rock sound with strong youth identity. Less commer- cials than KISW-FM. Carrying some "Commercial-free" hours. Carries "Sexually Speaking". |
| KJR-AM | 950 kHz 5,000w 24 hrs. | Eastman ----- Ackerly Comm.* | Adult MOR | News, traffic and sports in drives. "Sports Spectrum" show Mondays from 6:30-7:30PM. | *Ackerly Communications owns the Seattle Supersonics (on KIRO). Declining A/C format. Using a major give-away campaign as well as outdoor. |
| KISW-FM | 99.9mHz 100,000w Stereo 24 hrs. 1,200 ft. | McGavren- Guild ----- Kaye-Smith | Hard AOR (Super- stars) | Lifestyle-oriented news in drives at :10/:40. | The market's hardest sounding AOR station. "Seattle's Best Rock" theme. Burkhart-Abrams consulted. Talks more than KZOK. Adds more "new music". |
| KKFX-AM | 1250 kHz 5,000w 24 hrs. | P/W Reps ----- North Star | Urban Contemp./ R & B | Small staff delivers local news in drives. | |

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|-------------------|---|--|---------------------------------|--|---|
| KMGI-FM (KRAB) | 107.7mHz 63,000w Stereo | Republic ----- Sunbelt | Adult Contemp. | | Ralph Heyward GM. "Magic" theme. Advertising on TV and transit: "Favorites of today & yesterday". Strong music identity. Skews older. |
| KMPS-AM | 1300 kHz 5,000w 24 hrs. | McGavren-Guild ----- Affiliated Bdcstg. | Modern Country/ Personal. | News on the hour with additional 'casts at :30 in AM Drive. Farm news features market reports and special agricultural feeds, 5-6AM. Sports reports at :45. | Heavy promotions, sponsor-oriented. Many Country music features including remotes. Sold in combination. (Will now face competition from KXA/KRPM combo when they begin simulcasting: see last page.) |
| KMPS-FM | 94.1mHz 100,000w Stereo 24 hrs. 1,194 ft. | | Modern Country | Simulcast in drives. | More music-oriented than its AM sister station. |
| KNBQ-FM | 97.3mHz 100,000w Stereo 24 hrs. 370 ft. | Christal ----- * | M a s s Appeal Top 40 | News throughout the day. Sports wrap-up at 5:40PM. | Concert line featured. Strong Seattle signal (they're licensed to Tacoma). Competition from KPLZ. Heavy concentration of new music. *Announced for sale by Tribune Broadcasting to Viacom, 4/86. |
| KOMO-AM | 1000kHz 50,000w 24 hrs. | Katz ABC-I ----- Fisher Bdcstg. | Old-Line MOR* | Good news image, but stiff delivery. Network news on the hour plus two 15-minute 'casts in AM Drive. Local news airs at :57. Paul Harvey daily. Traffic airplane. Stock market, ski, fishing, weather and recreational reports dail Redur news staff. | Strong signal. *Music is more A/C in nature than before; all other features typically MOR. Many community-oriented promotions.Strong merchandising. (Lost UW Huskies to KIRO, eff., 3/86 after carrying them for 9 years). |

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|---------|--|--|--|---|---|
| KQIN | 820kHz 50,000wd 5,000wn 24 hrs. | Masla ----- All Pro | Urban- flavored A/C | | New format, 12/85 and new PD Larry Snider. Also increased power from Daytimer status. Was soft A/C & religion, automated before change. |
| KQKT-FM | 96.5mHz 50,000w 24 hrs. Stereo 1,223 ft. | Select Radio Reps Behan Bdcstg. | Full- service Adult Contemp. | News, sports and traffic in drives and at Noon. | New owners, call letters (was KKMI) and format. "Light Rock/Less Talk". "Quality Hits" theme. |
| KTAC-AM | 850 kHz 10,000w 24 hrs. | Républic ----- Entercom | Adult Contemp. | News twice hourly in drives; once the rest of the day. Sports 2x/hr.- in drives. Traffic reports air in AM/PM Drives. | Licensed to Tacoma. |
| KBRD-FM | 103.7mHz 100,000w Stereo 24 hrs. 1,675 ft. | (Ind.) | Beautiful Music (Chur- chill) | | Change at KSEA will bring increased competition. |
| KUBE-FM | 93.3mHz 100,000w Stereo 24 hrs. | Major Market ----- First Media | Contemp. | News and traffic in drives. | Popular AM Team. Over 50 minutes of music each hour outside of AM Drive. Strong on-air promotions. |
| KVI-AM | 570 kHz 5,000w 24 hrs. | Durpetti & Assoc. MBS ----- Golden West | Solid Gold | Reduced information coverage when they switched from MOR. | Features hits from '50's, '60's & '70's. |
| KPLZ-FM | 101.5mHz 100,000w Stereo 24 hrs. 200 ft. | | CHR (Hot Hits) | Five minutes of national and local news in drive time. | "K-Plus" logo. Uses "Hot Hits" (slogan only). AM host Jeff King will give up h ^h PD duties 4/1/86. #1 Teen station. |

| STATION | FACILITY | REP/AFFIL/OWNER | FORMAT | NEWS/FARM/SPORTS | SPECIAL FEATURES/COMMENTS |
|---------|---|--|--------------------|--|---|
| KXA-AM | 770 kHz 1,000w* 24 hrs | ----- ** | Religious/ Talk | | Religion: 5-11AM; tele-talk until 7PM; Religion follows. *Has applied for 50kw. **For sale to Olympic Bdcstrs., owners of KRPM-FM (below). |
| KRPM-FM | 106.1 MHz 100,000w Stereo 24 hrs. 700 ft. | Torbet ----- Olympic Bdcstg. Corp. (Highsmith) | Country | News and traffic in AM Drive. Business news once in each drive time. | Features include American Country Countdown with Bob Kingsley and "Top 40 Country Countdown." Ryan & Ryan in AM **Expect AM/FM combo with KXA, both programming Country, which should affect KMPS AM/FM. |