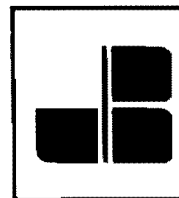


MARKET: PHILADELPHIA, PENNSYLVANIA
4/86

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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.	