



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...			

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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.

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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.