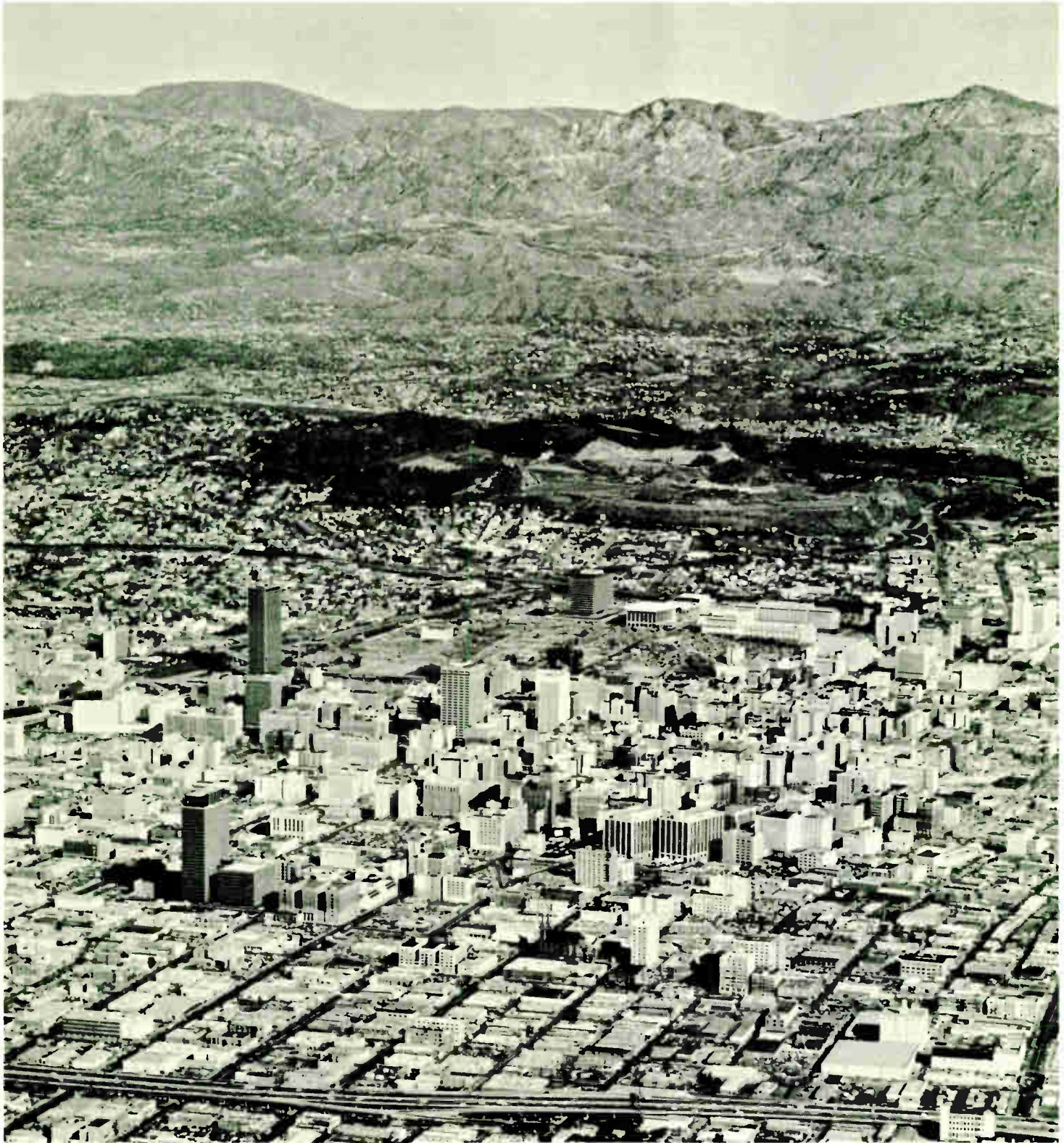


BLAIR RADIO MARKET REPORT KPOL LOS ANGELES

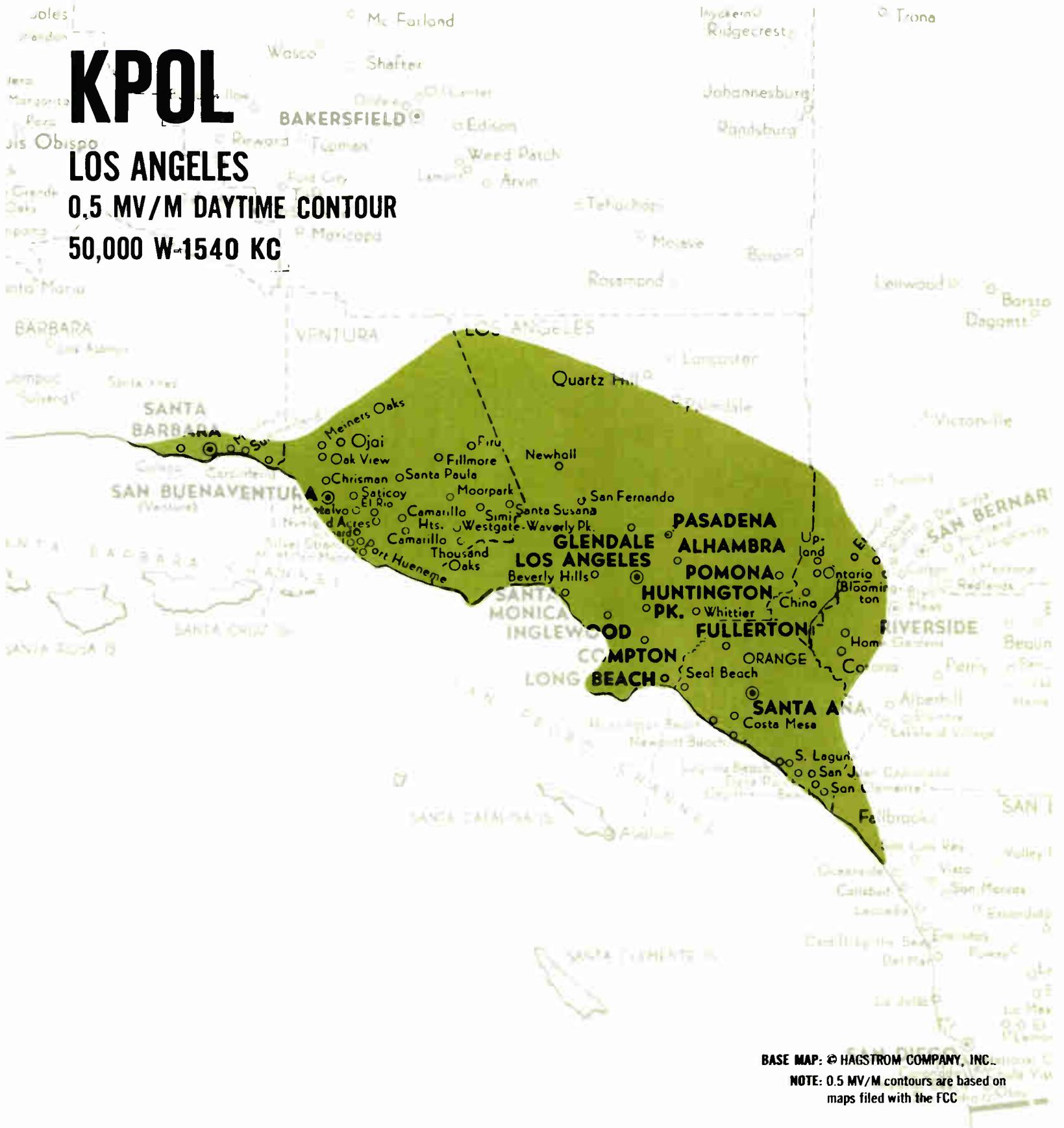


KPOL

LOS ANGELES

0.5 MV/M DAYTIME CONTOUR

50,000 W-1540 KC



BLAIR RADIO OFFICES



NEW YORK
717 FIFTH AVE.
(212) 752-0400

CHICAGO
645 N. MICHIGAN AVE.
(312) 787-2300

ATLANTA
600 W. PEACHTREE ST., N.W.
(404) 872-1145

BOSTON
535 BOYLSTON ST.
(617) 536-6230

DALLAS
3000 SOUTHLAND CTR. BLDG.
(214) 741-4228

DETROIT
2990 W. GRAND BLVD.
(313) 871-3060

LOS ANGELES
5670 WILSHIRE BLVD., SUITE 2415
(213) 936-5171

PHILADELPHIA
258 SUBURBAN STA. BLDG.
(215) 568-0290

ST. LOUIS
1015 LOCUST ST.
(314) 421-5262

SAN FRANCISCO
650 CALIFORNIA ST.
(415) 434-3272

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Station	Facility	Rep/Affil.	Format	News/Farm/Sports	Comments
KPOL	1540 kc 50,000k d 10,000k r	Blair Independent	Good Music	5 min. news on the hour with Headline News @ :30 during traffic times. Also features "Commentary" 6 - 8 AM & 6 PM. Broadcasts more news than any other L.A. Good Music station.	Only full service Good Music station in L.A. with news & Topical promotions. KPOL-AM/FM Top Away-From-Home (in car) Radio station for 6 years (ARB). Complete merchandising services available. 10 units per hour except in AM drive (15)- 13.
KPOL-FM	93.9 mc 100,000k	Blair Independent	Good Music	Simulcast 6:00 AM - 9:00 AM - KPOL-AM See Above	On air 24 hours with Good Music.
KABC	790 kc 5,000k	Katz ABC-I	News & Talk	News during AM/PM drive with Talk & Telephone Talk other times. USC Football and Basketball play-by-play. Limited News. No sports.	ABC O & O. Features older profile.
KFAC-A/F	1330 kc 5,000k 92.3 mc 60,000k	McGavren/ Guild PGW Independent	Classical		AM/FM Simulcast Classical Music all day long.
KDAY	1580 kc 50,000k	HR/Stone Independent	Prog. Rock	News @ :20.	Prog. Rock all day long. 8 commercial min. per hour.
KFI	640 kc 50,000k	Christal NBC	M O R/Sports	Farm 4 - 8:30 AM. NBC News, including Air Traffic reports. 5 min. News @ 1:30 & :60. Featured Dodger Baseball, Lakers Basketball, Kings Hockey	Strong signal and good coverage. Has 2 man morning show. Recently bought by COX.
KFWB	980 kc 5,000k	Independent RAR	All News	News 24 hours daily.	Westinghouse owned.
KGBS-A/F	1020 kc 50,000k d. 97.1 mc 58,000k	Alan Torbet ABC-C	Contemporary/ Talk	6 - 9 AM, 1 min. 3 times per hour. Other times, 1 min. 2 times per hour.	AM/FM simulcast days contemporary music with Bill Ballance Talk Show in housewife time.

Competitive Station Analysis

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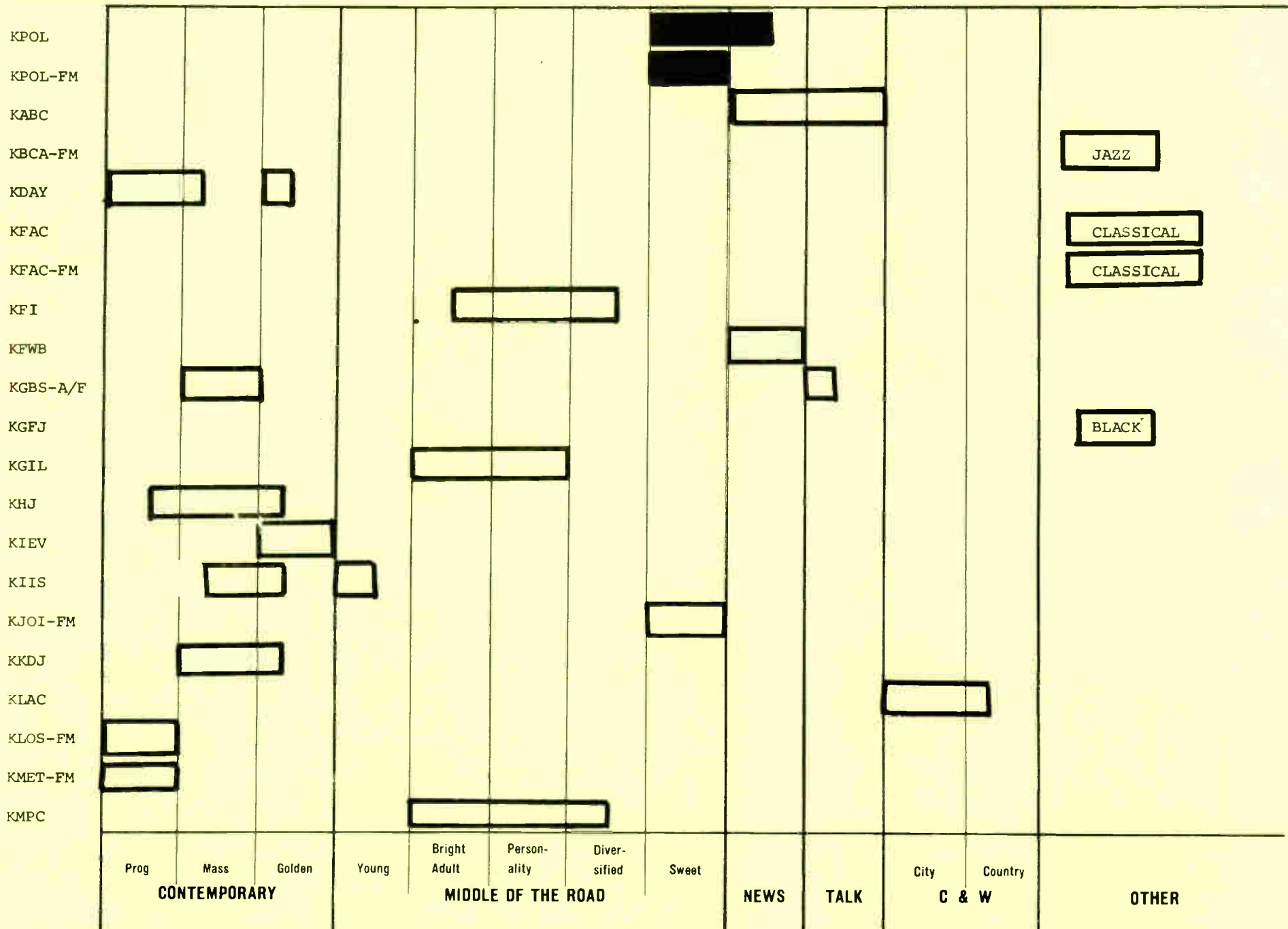
Station	Facility	Rep/Affil.	Format	News/Farm/Sports	Comments
KGfJ	1230 kc 1,000k d. 250w n.	Bernard/ Howard Independent	Rhythm & Blues	News oriented to Black community & Affairs.	<u>The</u> Black station in L.A.
KGIL	1260 kc 5,000k	Buckley Independent	M O R	11 min. per hour during drive times. 6 min. per hour other times.	Sold as a San Fernando Valley Station.
KHJ	930 kc 5,000k	RRR Independent	TOP-40	Limited News @ :15 & :45 during AM drive 12 min. every three hours other times.	The original Drake Top-40 station. Has lost audience to FM stations.
KIIS	1150 kc 5,000k d. 1,000k n.	Eastman ABC-E	Very Bright M O R/Rock	5 min. @ :15.	90% music.
KJOI -FM	98.7 mc 75,000k	Masla Independent	Good Music	Headlines @ various hours. Very limited news coverage.	Good Music in 15 min. segments. Back-ground approach.
KKDJ -FM	102.7 mc 8300k	Meeker Independent	TOP-40	Minimum News.	More music Top-40.
KLAC	570 kc 5,000k	Metro Radio Sales Independent	Modern Country	5 min. @ :60 - Headlines @ :30 during commute hours.	14 commercial min. per hour. Town & Country Sound.
KLOS-FM	95.5 mc 68,000k	Spot Sales ABC-FM	Prog. Rock	Minimum news.	Conservative & Controlled Prog. Rock sound. Mostly album plays.
KMET-FM	98.7 mc 58,000k	Metro Radio Sales Independent	Prog. Rock	5 min. @ :60.	Prog. Rock. 8 commercials per hour. More Free-form than KLOS.
KMPC	710 kc 50,000k d. 10,000k n.	Major Market Radio Independent	M O R/Sports	News @ :60. Headlines @ :30. Has cop-ter Traffic Reports. Angels Baseball, Rams Football, & UCLA Sports.	Personality & Sports oriented M O R Station.
KNX	1070 kc 50,000	CBS Spot Sales CBS	NEWS	24 hours CBS & Local News.	Highlight is Mike Roy Cooking Show.

Competitive Station Analysis

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Station	Facility	Rep/Affil.	Format	News/Farm/Sports	Comments
KOST-FM	103.5 mc 12,500k	AVCO Radio Sales Independent	Good Music	Limited News.	Background Music. Sold in Combination with XETRA.
KRLA	1110 kc 50,000k d 10,000k r	Buckley/ Radio Sales Independent	Contemporary Top 40	Limited News.	Bright M O R. Much of station is taped.
KRTH	101.1 mc 58,000k	RKO/Radio Independent	Golden Oldies	Limited News.	Rock & Roll from 50's & 60's. 4 commercial min. per hour.
KWST	105.9 mc 72,000k	Century Sales Independent	Good Music	Headlines @ :30 only.	Background Good Music. 8 commercial units per hour.
XETRA	690 kc 50,000k	AVCO Radio Sales Independent	Good Music	<u>NO NEWS</u>	Strictly Background Music. No News or Community affairs. Broadcasts from Mexico.
KXTZ	104.3 mc 105,000k	Eastman Independent	Good Music	5 min. @ :55.	Good Music sold in combo with KBIG.
XEPRS	1090 kc 50,000k	HR/Stone Black Mutual	R & B	Black oriented News & Community Affairs.	Tiajuana, Mexico Station.
KALI	1430 kc 5,000k	UBC Sales Independent	Spanish	Spanish News.	100% Spanish.
KBIG	740 kc 10,000k day	Mutual Eastman	M O R	News @ :28/Weather @ :55.	Sold in combo with KXTZ.
KFOX	1280 kc 1,000k	PRO Time Sales Independent	Country	5 min. @ :30.	C & W from Orange County.
KBCA	105.1 mc 18,000k	Bob Dore Independent	Jazz	News @ 8 AM, 10 AM, 12 noon, 3 PM, 6 PM and 11 PM.	Jazz 25 hours daily.

SPECTRUM



Los Angeles

July 1973

FACILITY

NETWORK
MC

92.3 93.1 93.9 94.7 95.5 97.1 98.7 101.1 102.7 103.5 104.3 105.1 107.5

	KFAC 59k	KNX 67k	KPOL 100k	KMET 58k	KLOS 68k	KGBS 58k	KJOI 75k	KRTH 58k	KKDJ 8.3k	KOST 12.5k	KXTZ 105k	KBCA 18k	KPSA 34k
				ABC-FM		ABC-C							

FM

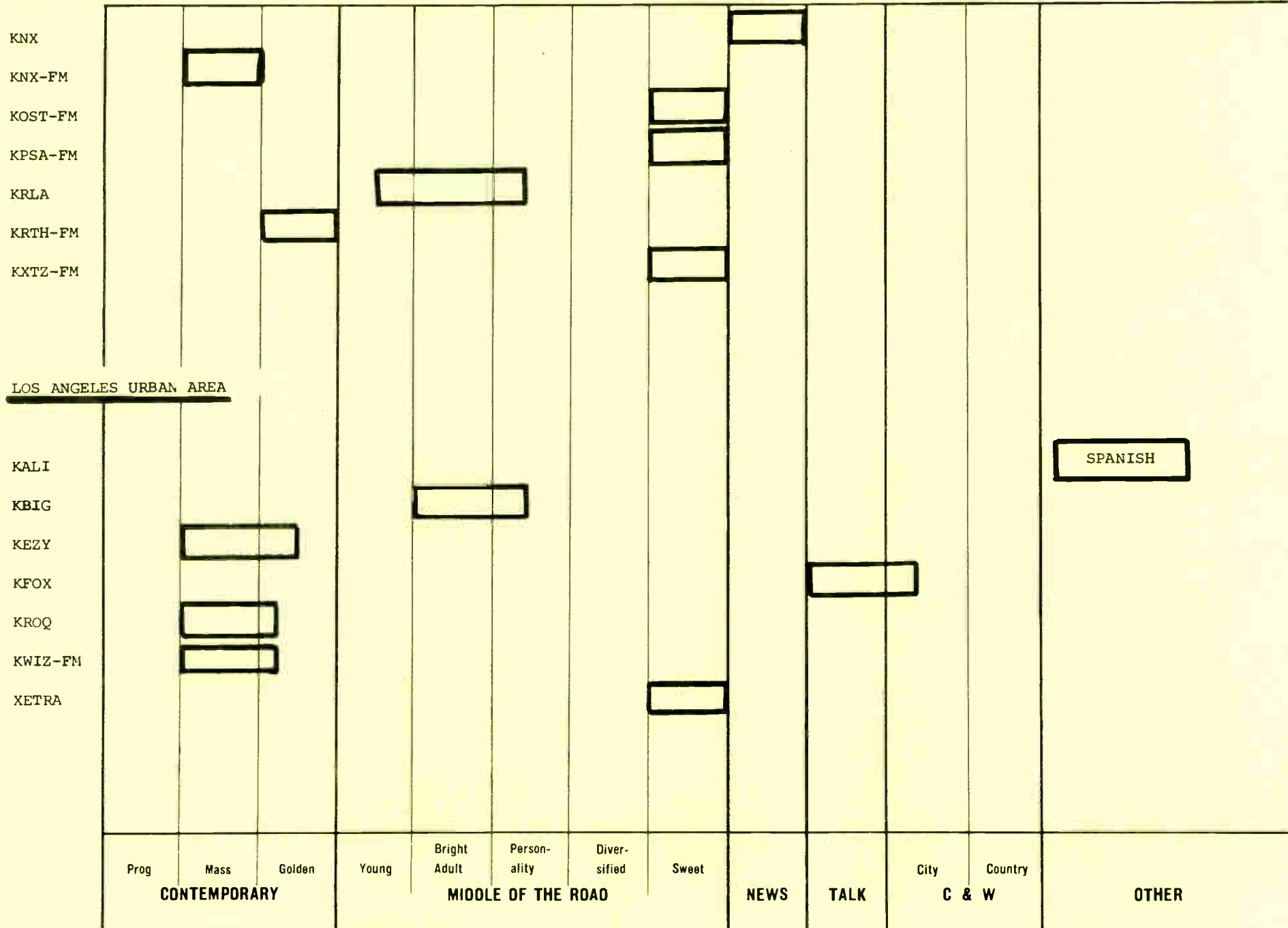
	KLAC 5k d. 5k n.	KFI 50k	WMPK 50k d. 10k n.	KABC 5k	KIEV 5k d.	KHJ 5k	KFWB 5k	KGBS 50k d.	KNX 50k	KIIS 5k d. 1k n.	KGIL 5k	KFAC 5k	KPOL 50k d. 10k n.	KDAY 50k
			NBC	ABC-I			ABC-C		ABC-E					

AM

KC
NETWORK

570 640 710 790 870 930 980 1020 1070 1150 1260 1330 1540 1580

SPECTRUM



Los Angeles Urban Area

July 1973

