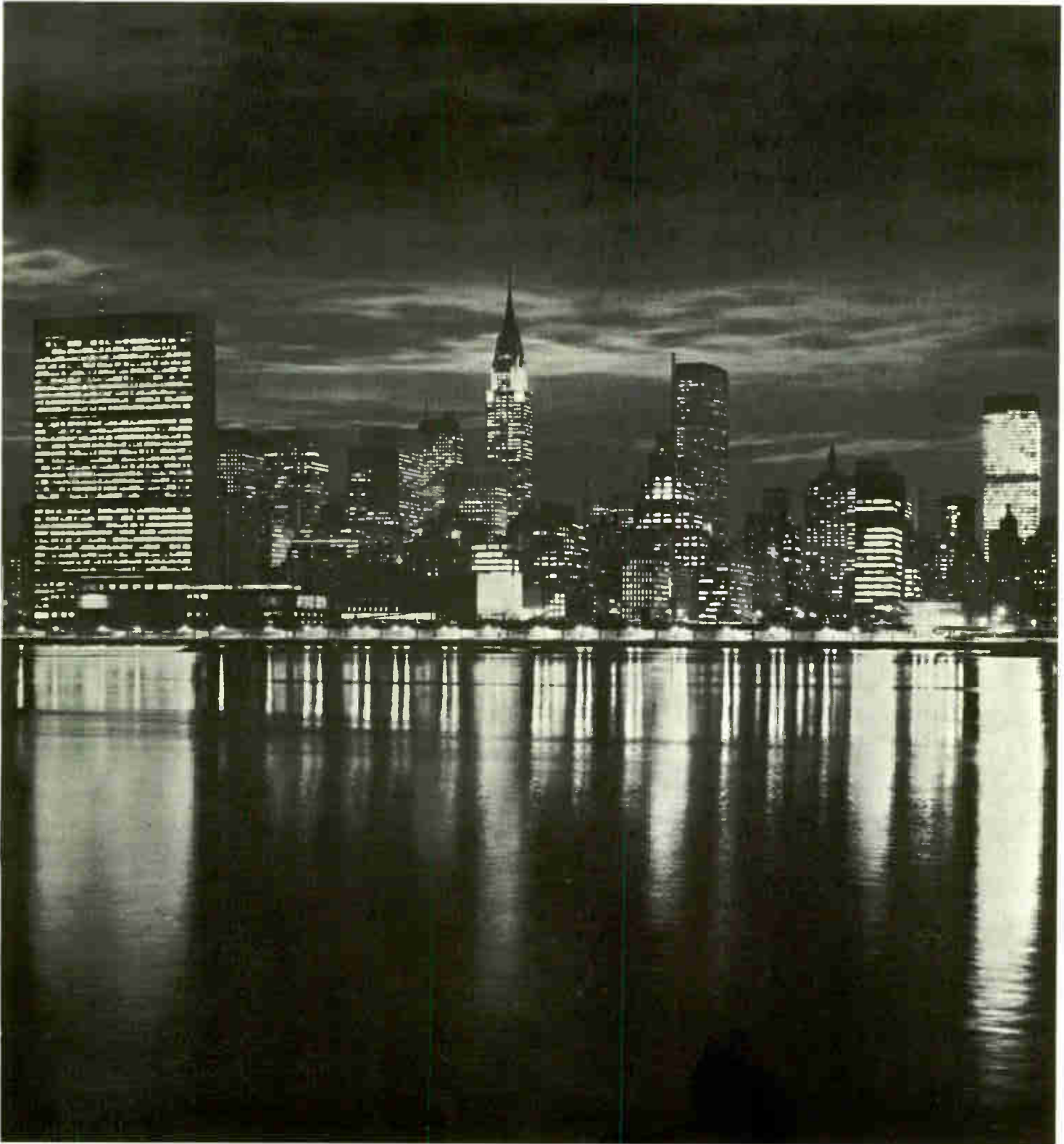
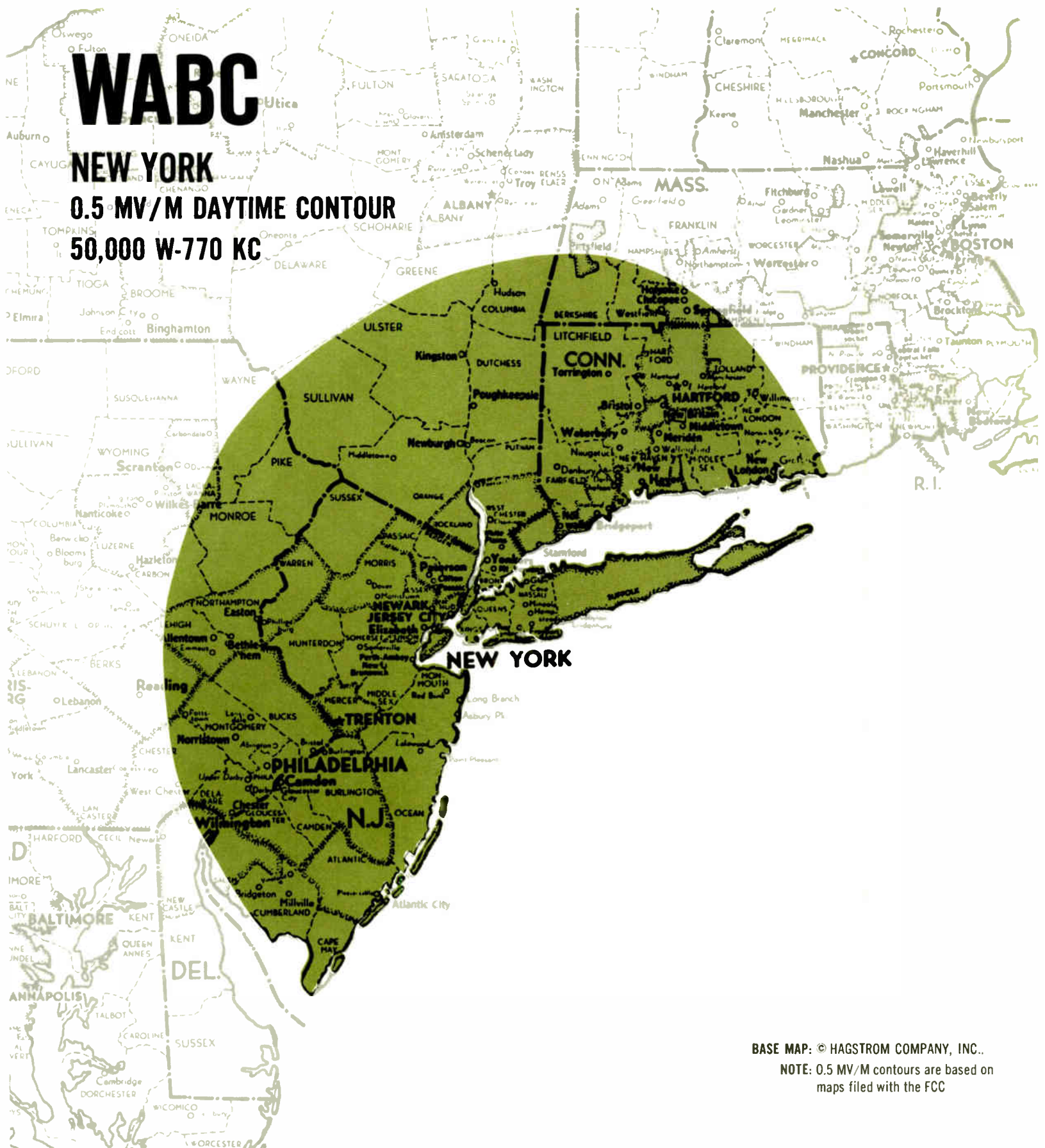


BLAIR RADIO MARKET REPORT WABC NEW YORK





WABC

NEW YORK

0.5 MV/M DAYTIME CONTOUR

50,000 W-770 KC

NEW YORK

BASE MAP: © HAGSTROM COMPANY, INC..
 NOTE: 0.5 MV/M contours are based on maps filed with the FCC

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
 1129 FISHER BLDG.
 (313) 871-3060

LOS ANGELES
 5670 WILSHIRE BLVD., SUITE 2415
 (213) 937-4620

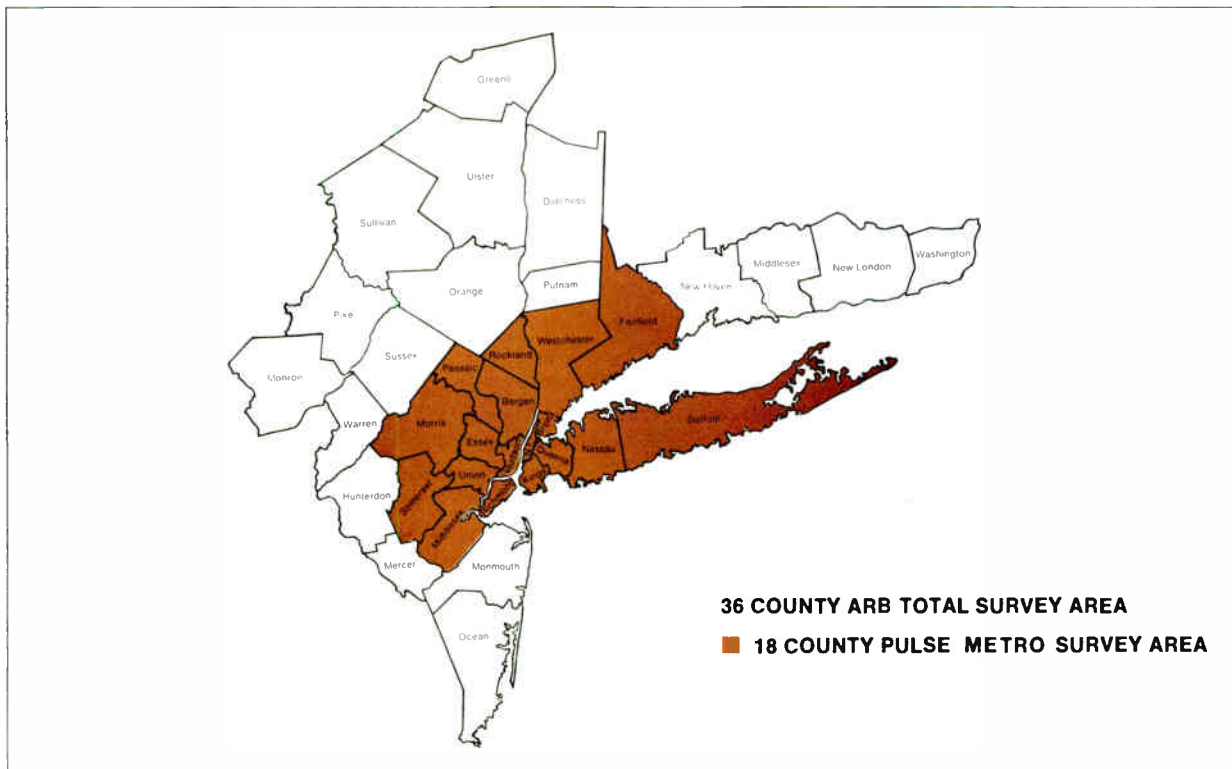
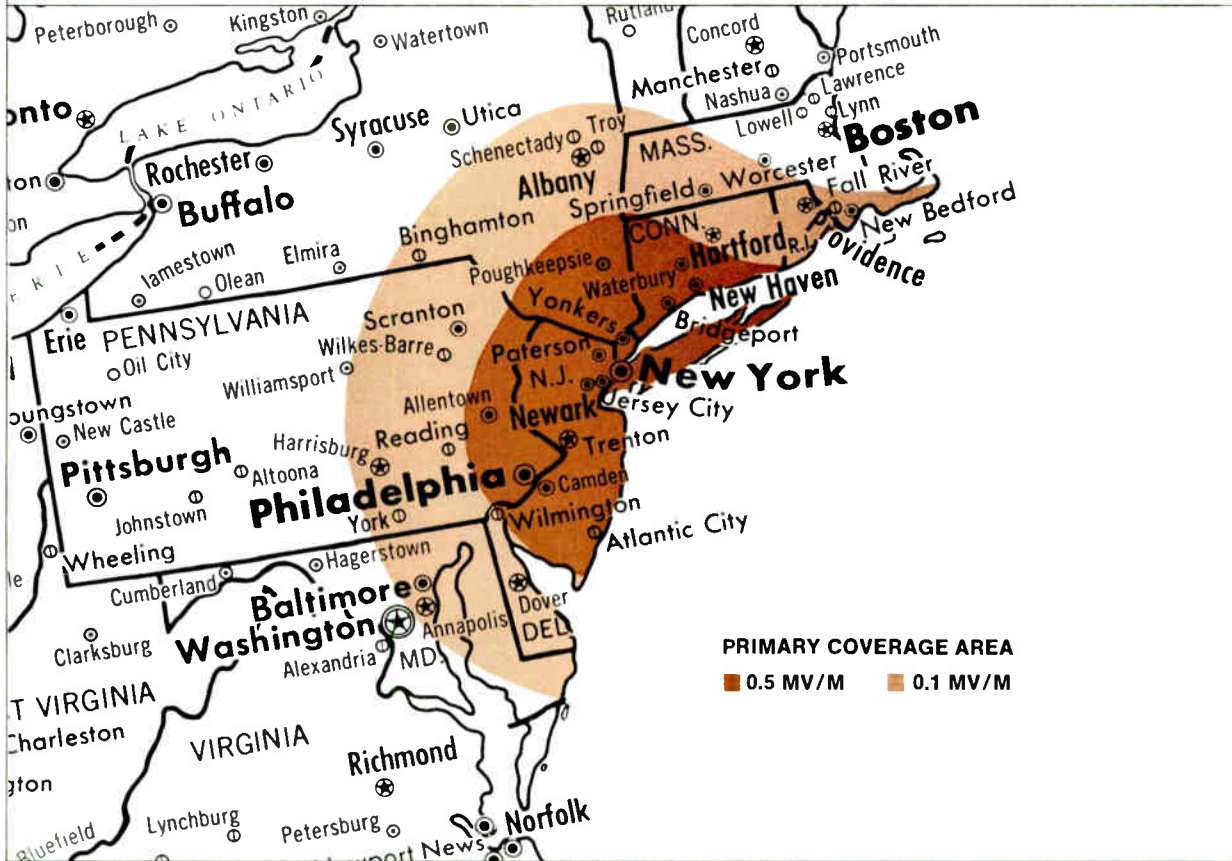
PHILADELPHIA
 258 SUBURBAN STA. BLDG.
 (215) 568-0290

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

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

WABC RADIO 77 abc

50,000 WATTS/1-A CLEAR CHANNEL

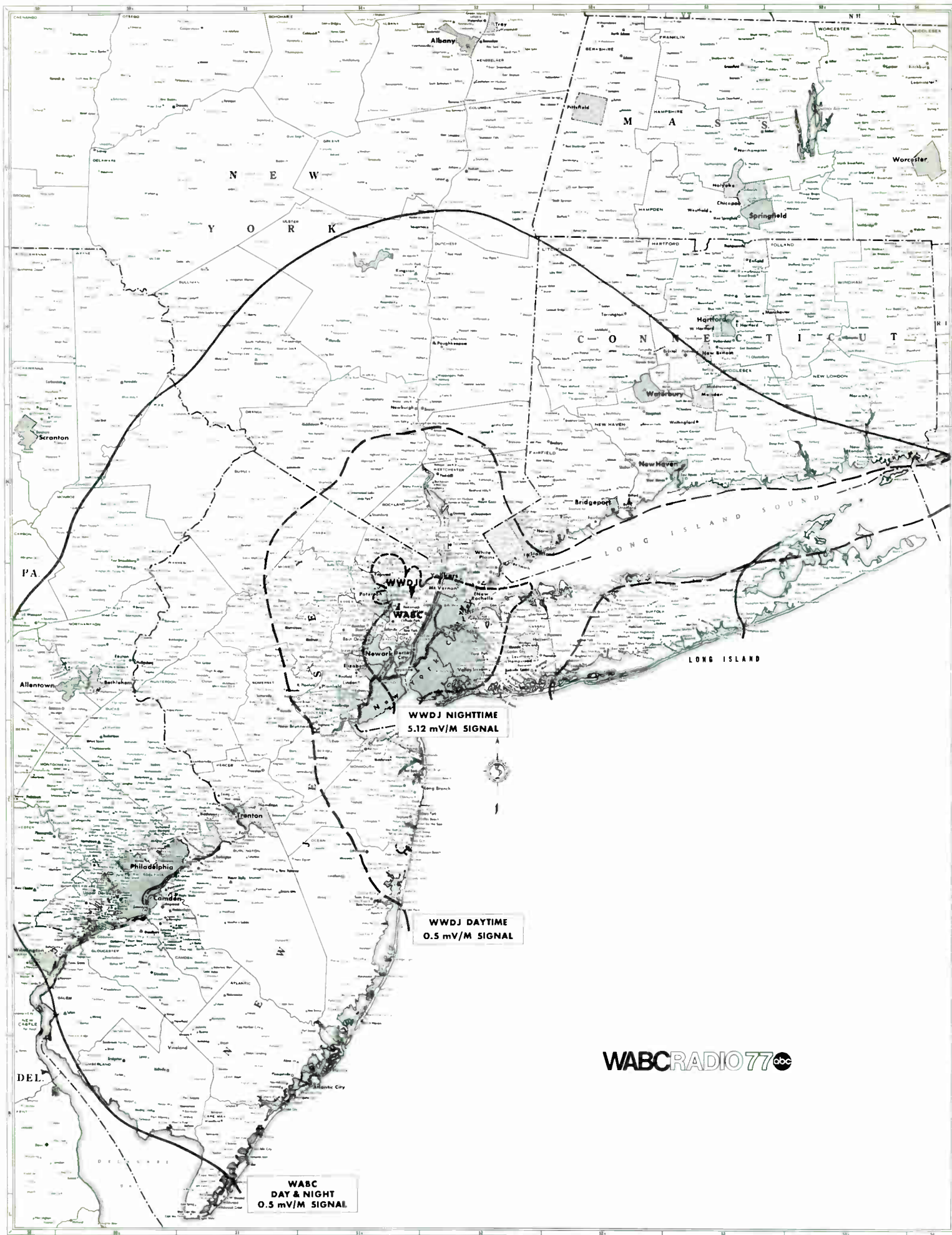


ABC OWNED RADIO STATIONS

 AMERICAN CONTEMPORARY RADIO NETWORK

Represented Nationally By Blair Radio

- WABC • WABC/FM • NEW YORK
- KQV • KQV/FM • PITTSBURGH
- WXYZ • WXYZ/FM • DETROIT
- WLS • WLS/FM • CHICAGO
- KXYZ • KXYZ/FM • HOUSTON
- KGO • KGO/FM • SAN FRANCISCO
- KABC • KABC/FM • LOS ANGELES



**WABC
DAY & NIGHT
0.5 mV/M SIGNAL**

**WWDJ DAYTIME
0.5 mV/M SIGNAL**

**WWDJ NIGHTTIME
5.12 mV/M SIGNAL**

WABC RADIO 77 abc



Rate Card

50,000 watts

WABC NEW YORK

770 kc

	<u>ONE-MINUTES</u>	<u>30-SECONDS OR LESS</u>
<u>CLASS AAA: 6am-10am & 3pm-8pm, Monday-Friday;</u>		
<u>6am- 8pm, Saturday</u>		
Fixed position	\$268.00	\$215.00
Less than 6 weekly	224.00	179.00
6 weekly	197.00	158.00
12 weekly	185.00	148.00
18 weekly	168.00	134.00
<u>CLASS AA: 8pm-12midnight, Monday-Sunday;</u>		
<u>10am- 8pm, Sunday</u>		
Fixed position	\$218.00	\$174.00
Less than 6 weekly	193.00	154.00
6 weekly	170.00	136.00
12 weekly	145.00	116.00
18 weekly	136.00	109.00
<u>CLASS A: 10am- 3pm, Monday-Friday;</u>		
<u>6am-10am, Sunday;</u>		
<u>5am- 6am & 12midn-1am, Monday-Sunday</u>		
Fixed position	\$142.00	\$114.00
Less than 6 weekly	133.00	106.00
6 weekly	120.00	96.00
12 weekly	112.00	90.00
18 weekly	102.00	82.00
24 weekly	90.00	72.00
<u>CLASS B: 1am-5am, Monday-Sunday</u>		
Fixed position	\$ 50.00	\$ 40.00
Less than 6 weekly	42.00	34.00
6 weekly	36.00	29.00
12 weekly	31.00	25.00
18 weekly	28.00	22.00
24 weekly	27.00	21.00

AAA, AA & A announcements combine for discounts and may be counted to earn discounts for B announcements. However, B announcements do not combine for AAA, AA &/or A announcements.

Five-minute programs and announcements may be combined for discounts on announcements only.

52-week discount: 10% (minimum of 6 announcements weekly - excluding B time). Beyond initial 52 consecutive weeks, 10% continuing discount applies as long as consecutive schedule with minimum of 6 weekly is broadcast. 28-days cancellation notice required on 52 week contracts (other announcement contracts require 14-days notice).

RATE CARD #34A (effective 3/18/73)

90 days rate protection. bd

Blair



Radio

Program Schedule

WABC - NEW YORK, NEW YORK
50,000 watts - 770 kc

MONDAY - FRIDAY

6:00 AM - 10:00 AM - HARRY HARRISON SHOW

WABC News: 6:25, 6:55, 7:25, 7:54, 8:24, 8:54, 9:26, 9:54

10:00 AM - 2:00 PM - RON LUNDY SHOW

WABC News: 10:54, 11:54, 12:54, 1:54

2:00 PM - 5:55 PM - DAN INGRAM SHOW

WABC News: 2:54, 3:54, 4:54, 5:55

6:00 PM - WABC NEWS

6 O'Clock Report

6:10: Speaking of Sports

6:15 PM - 10:30 PM - BRUCE MORROW SHOW

WABC News: 6:54, 9:54

10:30 PM - Midnight - CHUCK LEONARD SHOW

WABC News: 10:55, 11:47

Midnight - 6:00 AM - JAY REYNOLDS SHOW

WABC News: 12:25, 12:55, 1:25, 1:55, 2:25, 2:44, 3:25, 3:55, 4:55, 5:56

WABC Agricultural News: 4:25, 5:25

Midnight - 12:15 AM

Attention New York (Tuesdays Only)

12:15 AM - 12:30 AM

Report to the People (Tuesdays Only)

...continue on reverse side...

SATURDAY

6:00 AM - 10:00 AM - HARRY HARRISON SHOW

WABC News: 6:25, 6:55, 7:25, 7:54, 8:54, 9:25, 9:54

10:00 AM - 2:00 PM - RON LUNDY SHOW

WABC News: 10:54, 11:54, 12:54, 1:54

2:00 PM - 5:55 PM - DAN INGRAM SHOW

WABC News: 2:54, 3:54, 4:54, 5:54

6:00 PM - 10:00 PM - BRUCE MORROW SHOW

WABC News: 6:54, 9:54

10:00 PM - 3:00 AM - FRANK KINGSTON SMITH

WABC News: 10:54, 11:54, 12:25, 12:55, 1:25, 1:55, 2:25, 2:55

3:00 AM - 5:00 AM - JOHNNY DONOVAN SHOW

WABC News: 3:25, 3:55, 4:55
WABC Agricultural News: 4:25

SUNDAY

5:00 AM - 10:00 AM - RELIGION/PUBLIC SERVICE

5:00 - 5:15 - Christian in Action
5:15 - 5:30 - Penedulum
5:30 - 5:55 - Persepectives - N.J. Council of Churches
5:55 - WABC News
6:00 - 6:30 - Celebration - Council of Churches, City of New York
6:30 - 6:55 - The Jewish World This Week - New York Board of Rabbis
6:55 - WABC News
7:00 - 7:30 - Words - Archdiocese of New York - Rock Music with
Father Peter Mandori
7:30 - 7:55 - Message of Israel
7:55 - WABC News
8:00 - 8:55 - The Young Side - WABC Radio
8:55 - WABC News
9:00 - 9:30 - School Scene - WABC Radio; Report Card 1973
(Alternating weeks)
9:30 - 9:45 - Report to the People - WABC Radio
9:45 - 10:00 - Attention New York - WABC Radio

...continue on next page...

SUNDAY continued10:00 AM - 4:30 PM - THE CHUCK LEONARD SHOW

WABC News: 10:55, 11:54, 12:54, 1:54, 2:54, 3:54

4:30 PM - 6:00 PM - FRANK KINGSTON SMITH

WABC News: 4:54, 5:54

6:00 PM - 10:00 PM - JOHNNY DONOVAN SHOW

WABC News: 6:54, 7:54, 8:54, 9:55

10:00 PM - 10:30 PM - PRESS CONFERENCE10:30 PM - 10:55 PM - SPEAKING OF EVERYTHING WITH HOWARD COSELL

WABC News: 10:55

11:00 PM - 1:55 AM - CONFERENCE CALL

WABC News: 11:55, 12:55, 1:55

2:00 AM - 2:25 AM - VOICES IN THE HEADLINE

WABC News: 2:25

2:30 AM - 2:55 AM - ISSUES AND ANSWERS

WABC News: 2:55

3:00 AM - 3:25 AM - ISSUES AND ANSWERS

WABC News: 3:25

3:30 AM - 3:55 AM - SPEAKING OF EVERYTHING WITH HOWARD COSELL

WABC News: 3:55

4:00 AM - 4:15 AM - NEGRO COLLEGE CHOIR4:15 AM - 4:25 AM - CHURCH WORLD NEWS4:25 AM - 4:30 AM - WABC AGRICULTURAL NEWS4:30 AM - 6:00 AM - FRANK KINGSTON SMITH

WABC News: 4:55, 5:55

WABC Agricultural News: 5:25

The "Words" List
of Great Message Rock

The "Words" List
of Great Message Rock

THE GREAT MESSAGE ROCK

Words with
Father Peter Madori
can be heard
each Sunday at 7:00-
7:30 am, on
WABC MUSICRADIO 77

The "Words" List of Great Message Rock

TITLE	ARTIST	TITLE	ARTIST	TITLE	ARTIST
AMAZING GRACE	JUDY COLLINS	HEAR ME, LORD	GEORGE HARRISON	RAINOROPS KEEP FALLIN' ON MY HEAD	B.J. THOMAS
AND WHEN I DIE	BLOOD SWEAT & TEARS	HEART OF GOLD	NEIL YOUNG	REQUIEM FOR THE MASSES	ASSOCIATION
AQUARIUS	FIFTH DIMENSION	HEAVEN HELP US ALL	STEVIE WONDER	RUN TO ME	BEE GEES
AS TEARS GO BY	ROLLING STONES	HE'S GOT THE WHOLE WORLD IN HIS HANDS	LAURIE LONDON	ROCKY MOUNTAIN HIGH	JOHN DENVER
AWAITIN' ON YOU ALL	GEORGE HARRISON	I AM A ROCK	SIMON & GARFUNKEL	SHAMBALA	THREE DOG NIGHT
BALL OF CONFUSION	TEMPTATIONS	I CAN SEE CLEARLY NOW	JOHNNY NASH	SHARE THE LAND	GUESS WHO
BIG YELLOW TAXI	JONI MITCHELL	I'LL BE THERE	THE JACKSON FIVE	SHE'S LEAVIN' HOME	THE BEATLES
BLACK & WHITE	THREE DOG NIGHT	IMAGINE	JOHN & YOKO	SMILING FACES	UNDISPUTED TRUTH
THE BOXER	SIMON & GARFUNKEL	INDIAN RESERVATION	THE RAIDERS	SOUNDS OF SILENCE	SIMON & GARFUNKEL
BRIDGE OVER TROUBLED WATERS	SIMON & GARFUNKEL	IN THE GHETTO	ELVIS PRESLEY	SPEAK TO THE SKY	RICK SPRINGFIELD
BROTHER LOUIE	STORIES	IT'S TOO LATE	CAROLE KING	SPIRIT IN THE SKY	NORMAN GREENBAUM
CHILDREN	JOE SOUTH	JESUS IS JUST ALL RIGHT	THE BYRDS	STONEY END	BARBRA STREISAND
COUNTRY COMFORT	ELTON JOHN	JESUS WAS A CARPENTER	JOHNNY CASH	SUNDAY MORNIN' COMING DOWN	KRIS KRISTOFFERSON
COUNTRY ROADS	JOHN DENVER	JUNKIE'S PRAYER	THE STATLER BROTHERS	SUNSHINE	JONATHAN EDWARDS
CRYSTAL BLUE PERSUASION	TOMMY JAMES & THE SHONDELLS	KICKS	PAUL REVERE & THE RAIDERS	TAKE A LOOK AROUND	THE TEMPTATIONS
DANGLING CONVERSATION	SIMON & GARFUNKEL	KODACHROME	PAUL SIMON	TEACH YOUR CHILDREN	CROSBY, STILLS, NASH & YOUNG
DANIEL	ELTON JOHN	LEAN ON ME	BILL WITHERS	TELL IT ALL BROTHERS	KENNY ROGERS & THE FIRST EDITION
DAY BY DAY	GOOSPELL ENSEMBLE	LOOK WHAT THEY'VE DONE TO MY SONG, MA	THE NEW SEEKERS	THAT'S THE WAY I'VE ALWAYS HEARD IT SHOULD BE	CARLY SIMON
DESIDERATA	LES CRANE	LOVE TRAIN	THE O'JAYS	THE TIMES THEY ARE A CHANGIN'	BOB DYLAN
DRAGGIN' THE LINE	TOMMY JAMES & THE SHONDELLS	MACARTHUR PARK	RICHARD HARRIS	TURN, TURN, TURN	THE BYRDS
EASY TO BE HARD	THREE DOG NIGHT	MERCY MERCY ME	MARVIN GAYE	VINCENT	DON MCLEAN
EL CONDOR PASA	SIMON & GARFUNKEL	MR. BOJANGLES	NITTY GRITTY DIRT BAND	WALK A MILE IN MY SHOES	JOE SOUTH
EVERYBODY GOT TO BE FREE	THE RASCALS	MR. BUSINESSMAN	RAY STEVENS	WEDDING SONG	PAUL STOOKEY
EVERYBODY'S TALKIN' AT ME	NILSSON	MRS. ROBINSON	SIMON & GARFUNKEL	WELL-RESPECTED MAN	THE KINKS
EVERYTHING IS BEAUTIFUL	RAY STEVENS	MORNING HAS BROKEN	CAT STEVENS	WE'VE ONLY JUST BEGUN	THE CARPENTERS
FAMILY OF MAN	THREE DOG NIGHT	MOTHER & CHILD REUNION	PAUL SIMON	WHAT'S GOIN' ON	MARVIN GAYE
FIRE & RAIN	JAMES TAYLOR	MOTHER'S LITTLE HELPER	ROLLING STONES	WHAT THE WORLD NEEDS NOW IS LOVE	JACKIE DESHANNON & TOM CLAY
FREDDIE'S DEAD	CURTIS MAYFIELD	MY SWEET LORD	GEORGE HARRISON	WHERE DO THE CHILDREN PLAY?	CAT STEVENS
GAMES PEOPLE PLAY	FREDDIE WELER	NOWHERE MAN	THE BEATLES	WHOSE GARDEN WAS THIS?	TOM PAXTON
GEORGY GIRL	SEEKERS	O HAPPY DAY	EDWIN HAWKINS SINGERS	WHY CAN'T WE LIVE TOGETHER?	TIMMI THOMAS
GET TOGETHER	THE YOUNGBLOODS	ONE	THREE DOG NIGHT	WHY ME, LORD?	KRIS KRISTOFFERSON
GIVE ME LOVE	GEORGE HARRISON	PEACE TRAIN	CAT STEVENS	WON'T GET FOOLED AGAIN	THE WHO
GIVE PEACE A CHANCE	JOHN & YOKO	PEOPLE	BARBRA STREISAND	WORDS	THE BEE GEES
GOD IS LOVE	MARVIN GAYE	PEOPLE MAKE THE WORLD GO 'ROUND	THE STYLISTICS	YES WE CAN CAN	THE POINTER SISTERS
GUANTANAMERA	SANOPIPERS	POWER TO THE PEOPLE	JOHN & YOKO	YOU MAKE YOUR OWN HEAVEN & HELL RIGHT HERE ON EARTH	THE UNDISPUTED TRUTH
HALF-BREED	CHER BONO	PUT A LITTLE LOVE IN YOUR HEART	JACKIE DESHANNON		
HE AIN'T HEAVY (HE'S MY BROTHER)	THE HOLLIES	PUT YOUR HAND IN THE HAND	OCEAN		

ALBUMS

JESUS CHRIST, SUPERSTAR
 GOOSPELL
 EVERY GOOD BOY DESERVES FAVOUR, THE MOODY BLUES
 PAUL &, PAUL STOOKEY
 WHAT'S GOIN' ON?, MARVIN GAYE
 POEMS, PRAYERS & PROMISES, JOHN DENVER
 TOMMY, THE WHO
 TAPROOT MANUSCRIPT, NEIL DIAMOND
 JOHNNY CASH IN THE HOLY LAND
 (ALL SIMON & GARFUNKEL ALBUMS)
 AMAZING GRACE, ARETHA FRANKLIN

The foregoing list is a private and random compilation which in no way reflects retail sales or relative popularity of the recordings.

Confidential Use of Blair Only

Station	Facility	Rep/Affil.	Format	News/Farm/Sports	Comments
WABC	770 kc 50,000w	Blair Radio ABC-C	Contemporary/ Gold	ABC-C news, strong local news, with a news block at 6:00 AM, with Howard Cosell at 6:10. Farm reports at 4:25, 5:25. Sports done by Howard Cosell. Editorializes when public interest demands. Has an unusually strong impact on community policies. Very community involved. PAL, Boy's Clubs, disc jockey visitations to high schools and clubs. Extremely effective merchandising program in line with the size of your order and your needs. Full-time merchandising director with many inside contacts. Promotes heavily in newspapers, magazines and transit.	Production is excellent and creatively proformed. Personalities are all fixtures in the market. Harry Harrison, Ron Lundy, Dan Ingram, Bruce Morrow, Chuck Leonard. All names well known in New York. Over 5 million people listen to WABC per week. Has an overpowering signal, puts out quality programming, and people listen. 14 minute limit. Subscribes to NAB code.
WCBS	880 kc 50,000w	CBS Spot CBS	All News	Continuous news and information scope of coverage and mobility in reporting, prime characteristics. Due to the involvement of news reporting and analysis, WCBS editorializes heavily and utilizes public service spots often. Cross advertising with WCBS-TV.	Extremely well produced actualities. News men are kept low profile with frequent announcer changes per segment. All news, with one of the finest news gathering organizations. Part of group CBS-owned news network which provides many actualities. Fine signal. Traffic helicopter. Suburban-oriented. Does not get any great listenership in the 5 boroughs. More international news than other all-news stations. NAB subscriber.
WCBS FM	101.0 mc 4,600w	CBS-FM National Sales CBS-FM	Solid Gold/ Some contemp- ory	News on the hour, with news at :30 during AM drive. No sports. Live, concerts from Central Park in summer and "Snow Patrol" ski reports in winter, Cross-ruff advertising with WCBS-TV.	Personalities are identifiable, but do not become an integral part of the programming. Good signal. Good production. Large library of "gold". 8-minute limit. No triple spotting.

Competitive Station Analysis

Confidential Use of Blair Only

Station	Facility	Rep/Affil.	Format	News/Farm/Sports	Comments
WHN	1050 kc 50,000w	Buckley ABC-E	Modern Country	ABC news, with local follow-up. New York Mets and Nets. Bill Mazer sports reports during day and before games. Editorials by Dean Lewis and others are broadcast often. Usually conservative tone. Heavy promotion on new format.	Same MOR personalities - production loose. Sports image, exclusive format. Signal problems. Mixture of Sports and Country is questionable.
WINS	1010 kc 50,000 w	RAR Group W	All News	Local, national and international news, frequent financial rep., weather, marine, ski, theater movie reviews, scene medical and leisure reports. Sports at :15 and :45. Large amount of editorializing particularly in terms of the Group W commentaries. Group W events, such as space coverage, etc. Women's features and consumer reports. Small space advertising campaign. Heavily self-promoting on its own air.	Fine production, particularly of Group W Spots. Has won awards for commercial and promotional production. City-oriented. Gets better listenership in city due to more local news. Poor signal. Local newsmen do not cover suburbs.
WMCA	570 kc 5,000w	Eastman ABC-I/MBS	All News	MBS and ABC-I news, and local news throughout the day. New York Yankees. R. Peter Straus, President of WMCA, is very politically involved in the city and his station. Is heavily editorialized. Liberally oriented.	All talk. Personalities are very well defined, and all do a rather fine job. Yankees. Only two-way talk in the market. Barry Gray at night. Poor signal. Quality of programming depends on telephone calls.
WNBC	660 kc 50,000w	McGavren/ Guild PGW - NBC	Contemporary	NBC News along with local on the hour @ 5:30, 6:30, 7:30, 8:30 AM. NBC emphasis at :55 from 9:55 AM to 3:55 PM. New York Rangers and Knicks with Marv Albert, probably the best in the business. Not heavily editorialized. Special Sports Features on the Rangers and Knicks. Does very heavy advertising, shifting Imus promotions to Wolfman Jack. Cross-ruff with WNBC-TV.	Extremely directed toward personalities. Don Imus is well recognized in the market and heavily promoted. Wolfman Jack now rocking at night. Rangers and Knicks. Imus in the Morning. Finest signal in the market. Heavily promoted. No strength in programming after Imus. Saddled by NBC News and features. NAB subscriber.

Competitive Station Analysis

Confidential Use of Blair Only

Station	Facility	Rep/Affil.	Format	News/Farm/Sports	Comments
WNEW	1130 kc 50,000w	Metro Metromedia	M O R	News on the hour and half hour. Weekly news documentaries. Ski, boating, fishing reports in season. New York (soon to be New Jersey) Giants, now with Marv Albert. Heavy advertising for Klavan and recently for whole line-up. No editorials to speak of.	Very personality oriented. Old-timers. Klavan, Williams, LaRosa, etc. Giant Football. Long standing image (which is continually tarnishing). Mediocre signal, programming and announcing. Many outdated standards played. A NAB member.
WNEW FM	102.7 mc 4,000w	Metro Metromedia	Progressive Rock	Simulcasts news with AM. No sports. Very little merchandising and promotion.	Personalities talk on and on. Particularly Johnathan Schwartz. Farthest left rocker. Has selected its audience and aims toward it. Limited audience appeal. Generally too much chatter. Poor music selection. Control over advertising content in terms of format. 9 commercials per hour.
WOR	710 kc 50,000w	RKO Independent	Talk/ M O R	15 minutes news on the hour. More often in Gambling and Wingate. New York Jets with Don Criqui. Some editorials and public service, particularly with the amount of different talk personalities.	Heavy on personalities, from Gambling through Jean Shepard. Much of the programming is 15 minutes news/45 minutes talk. Except for Gambling and Wingate (drive-times) each personality is on only one hour. Powerful signal. Well-known professional personalities. Best talker in the market. Older demographic appeal.
WXLO FM	98.7 mc 5,400w h 3,850w v	RKO Independent	Gold/ Contemporary	6 man news dept. News every hour at :40. No Sports. Heavy promotional campaign on TV.	Drake-Chenault Format. No personality orientation. Production is superb. 50/50 emphasis on Gold and Contemporary. Most successful of FM rockers due to closeness to general audience appeal format. Continuous flow of programming. Losing its appeal to its strength which was the 18-34, due to the availability of more specialized stations.
WPAT	930 kc 5,000w	Katz Independent	Beautiful Music	Quick, surface news coverage. No sports. Promotion: Subway posters, TV ads.	90% of programming. No personalities at all. NAB subscriber. Clustered commercials.

Competitive Station Analysis

Confidential Use of Blair Only

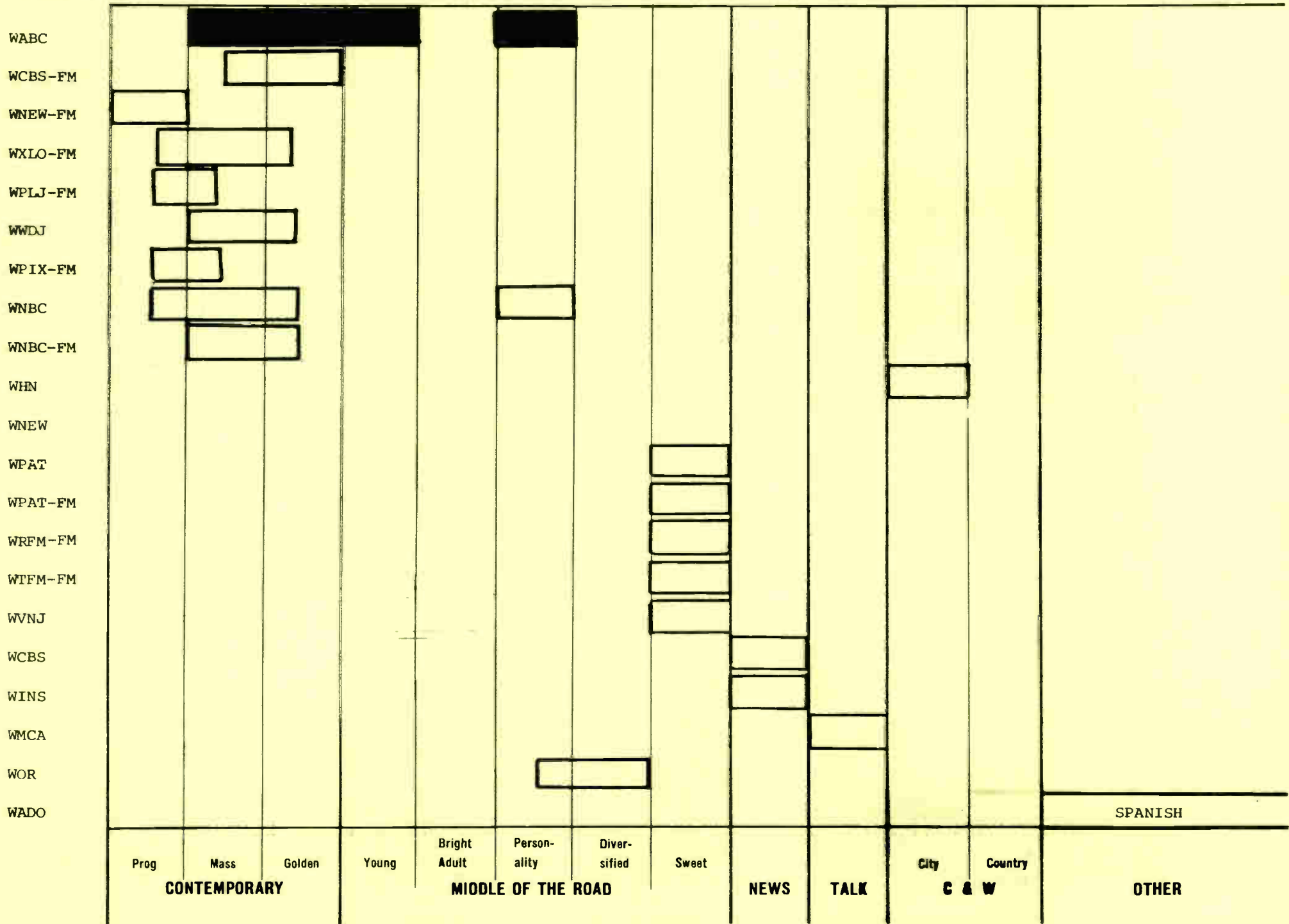
Station	Facility	Rep/Affil.	Format	News/Farm/Sports	Comments
WPIX FM	101.9 mc 5,400w h 3,800w v	H.R. STONE Independent	Rock	News loosely done, poor local coverage despite Daily News ownership. News 5 min. at :55 - 6AM-8PM. 2 min. Headlines 8PM-6AM. Traffic reports in drive times. Light merchandising and promotion.	Poorest programming of all N.Y. rockers. No direction. Poor personalities. High turnover rate - abundance of oldies played. NAB subscriber.
WPLJ FM	95.5 mc 4,600w	ABC-FM	Rock	ABC-FM news at :15. Additional news in Am drive. No sports. Some subway posters and TV ads. Sponsor some live concerts. Sporadic editorials of interest to 18-34's.	Personalities are there in name only. No chatter. Well-programmed. Music clustering gives impression of more music. Well interspered with oldies continuously moving. Live on-air concerts. NAB member. Clustered commercial.
WQXR	1560 kc 50,000w	Buckley Independent	Classical	N.Y. Times news on the hour. News Roundups 8AM, 12 noon, 6PM. Financial advertising and business news. Ivy League Football features on FM. Times editorials read in 6PM news block.	No personalities to speak of. Best classical in town. Only AM classical. Live FM opera during Met. season. signal difficulties.
WQXR FM	96.1 mc 5,400w h 3,800w v	Buckley Independent	Classical	Same as WQXR-AM.	Same as WQXR-AM.
WRFM FM	105.1 mc 5,200w h 3,700w v	AVCO Independent	Beautiful Music	News at :56, additional news in drive times traffic and weather, stock reports, commentaries and public affairs included in casts. Promotion by subway posters.	Best and most successful of the beautiful music stations. Bonneville Productions home station. No personalities. 7-units per hour. Clustered commercials.
WTFM FM	103.5 mc 7,080w	Direct Independent	Beautiful Music	News 5 min. on the hour. Commentary 3 times daily. Stock market reports at 12 noon, 2, 4, and 6PM - 15 min. summary at 6.	Little personality orientation. Charles Duval the most recognizable voice. Good signal. Well programmed. Does not have the experience of Bonneville. Does not reach all parts of the metro with a solid signal. Local orientation. (Long Island). NAB member. Clustered Commercials.

Competitive Station Analysis

Confidential Use of Blair Only

Station	Facility	Rep/Affil.	Format	News/Farm/Sports	Comments
WWDJ	970 kc 5,000 w	Bolton/ Burnside Independent	Rock	News is locally oriented. Utilizes UPI Audio. Five minutes every hour. Promotion: Heavy bus, subway and TV campaign.	Only other AM contemporary. Gets WABC spill-over. Poor signal, especially on Long Island. Poor quality jingles and production. Not very personality oriented. Not as well produced as other contemporaries in market. NAB member.
WVNJ	620 kc 5,000w	Pearse ABC-E	Beautiful Music	5 min. news every hour on the 1/2 hour. Local follow ABC-E. Sports: Princeton Football - live, home and away.	Good signal. Strong locally in New Jersey. Over commercial. The beautiful music pattern is broken up too often. No personalities. NAB member. Clustered commercials.

SPECTRUM



SPECTRUM

WBNX

WEVD

WVED-FM

WHOM-FM

WLIB

WNCN-FM

WNJR

WQXR

WQXR-FM

WWRL

SPANISH

ETHNIC-VARIOUS

ETHNIC-VARIOUS

SPANISH

BLACK-JAZZ

CLASSICAL

BLACK

CLASSICAL

CLASSICAL

BLACK

Prog

Mass

Golden

Young

Bright
Adult

Person-
ality

Diver-
sified

Sweet

NEWS

TALK

City

Country

C & W

OTHER

CONTEMPORARY

MIDDLE OF THE ROAD

October 1973

FACILITY

		92.3	93.1	95.5	96.3	97.1	97.9	98.7	101.1	101.9	102.7	103.5	104.3	105.1					
NETWORK																			
MC																			
		WHOM	WPAT	WPLJ	WQXR	WNBC	WEVD	WXLO	WCBS	WPIX	WNEW	WTFM	WNCN	WRFM					
		5.4k	12.5k	4.6k	5.4k	3.6k	2.4k	5.4k	4.6k	5.4k	4.1k	7.08k	50k	5.2k					
		ABC-FM			NBC			CBS											
FM		WMCA	WVNJ	WNBC	WOR	WABC	WCBS	WPAT	WWDJ	WINS	WHN	WNEW	WLIB	WADO	WEVD	WBNX	WNJR	WQXR	WWRL
		5k	5k	50k	50k	50k	50k	5k	5k	50k	50k	50k	10k	5k	5k	5k	5k	50k	5k
		ABC-I																	
		MBS	ABC-E	NBC	ABC-C		CBS	ABC-E											
AM																			
	KC NETWORK	570	620	660	710	770	880	930	970	1010	1050	1130	1190	1280	1330	1380	1430	1560	1600