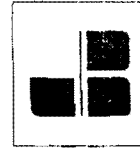


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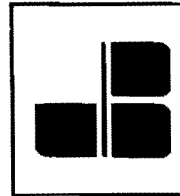
BUFFALO, NY
6/83 sp



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					
WHLD 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.
WHLA	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.