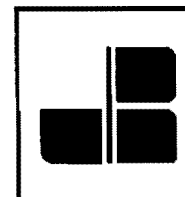


MARKET:

PITTSBURGH, PENNSYLVANIA
4/86



COMPETITIVE STATION ANALYSIS

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STATION	FACILITY	REP/AFFIL/OWNER	FORMAT	NEWS/FARM/SPORTS	SPECIAL FEATURES/COMMENTS
WBZZ-FM	93.7mHz 41,000w STEREO 24 HRS. 547 FT.	BLAIR RADIO ----- EZ COMM. (B)	CONTEMP. HIT RADIO/ PERSONAL.	Newscasts highlighting local stories air twice hourly in AM Drive.- Sports updates are added within, with AM Drive reports from former Steelers star Rocky Bleier.	WBZZ is promotionally active in the Pittsburgh market year--round, with outside visibility via tv, bus sides, and newspaper advertising, along with involvement with local charities and civic activities. B-94 carries "Countdown America" Sundays from 10AM-1PM. Strong personalities led by AM Team "Banana" Don Jefferson and Jim Quinn, who head the "Bee Team". B-94 also ties in with local concerts. Excellent ratings growth.
KDKA-AM	1020 kHz 50,000w 24 hrs.	Select Radio Reps NBC Westinghouse	Personal./ Talk/ Contemp.	Heavy concentration on news, information, traffic and weather in AM Drive. Features a team approach in morning drive with "The K Team". Carries Pittsburgh Pirates baseball, Penguins hockey and Penn State football play-by-play.	Strong news and community image. Format varies: music, though very sparse, is contemporary. John Cigna, formerly a 10-year nighttime host, is in AM Drive. Well-executed format and promotions. Excellent signal. Talk from 6PM-6AM with shows that are sometimes controversial. Skews older.- "KD & You" theme. Lost long--time mid-day host Art Pallan (retired) 3/85. Station celebrated its 65th birthday on November 2, 1985.

BLAIR RADIO

STATION	FACILITY	REP/AFFIL/OWNER	FORMAT	NEWS/FARM/SPORTS	SPECIAL FEATURES/COMMENTS
KQV-AM	1410 kHz 5,000w 24 hrs.	Christal CBS/MBS ----- Calvary, Inc.	News/Talk	Closest thing to "all news" in the market; however, mainly talk features during mid-days and nighttime hours. Sam Nover sportstalk. Wall St. Journal Reports daily . Carries Notre Dame sports .	Larry King airs overnight.
WAMO-AM	860 kHz 1,000w Daytime	Masla ----- Sheridan Bdcstg Co.	Black R&B		Simulcast with FM Mon-Fri 3-7PM and Saturdays 12N-7PM.
WAMO-FM	105.9mHz 72,000w Stereo 24 hrs. 440 ft.		Urban Contemp.		More of a service-oriented approach than its AM station.- Good presentation. Strong female listenership.
WDVE-FM	102.5mHz 50,000w Stereo 24 hrs. 820 ft.	Eastman NBC-S ----- Taft Co.	AOR (Super- stars)	News twice hourly in AM Drive, five minutes in length.	Strong local image. Heavier rock sound than its competitors. Concert tie-ins with heavy metal groups.
WEEP-AM	1080 kHz 50,000w Daytime	Republic ABC-I ----- Golden Triangle	Country		Directional signal. Country/-Western format has a limited appeal in the market. Simulcasting AM Drive as of 3/85. AM Team: Gary Love & Keith James.
WDSY-FM	107.9mHz 36,000w 24 hrs.		Easy Country	News at :60.	FM calls itself "Daisy" with a very soft background sound after AM Drive.

STATION	FACILITY	REP/AFFIL/OWNER	FORMAT	NEWS/FARM/SPORTS	SPECIAL FEATURES/COMMENTS
WJAS-AM	1320 kHz 5,000w 24 hrs.	Major Market ABC-D ----- *	Music of Your Life	Carries Duquesne University basketball.	*Was set to be sold to Renda Broadcasting, which owns WSHH-FM, but deal fell through, 6/85. Owned by Beni Bdcstg. of Pittsburgh.
WJLY-AM	1550 kHz 1,000w Daytime	----- Unity Bdcstg.	Gospel		Leaning towards more of a contemporary sound.
WMYG-FM (WHYW)	96.6mHz 60,000w Stereo 24 hrs. 930 ft.	Christal *	Adult Contemp. "Y-97"		*Sold, early '86 with new call letters and personalty line-up, 3/20. AM Team from Norfolk. Other personalities shifted into other dayparts. "Classic Tracks" Oldies: M-F 7P-12MID.
WPIT-AM	730 kHz 5,000w Daytime	----- Pyramid	Gospel		
WPIT-FM	101.5mHz 19,000w Stereo 6AM-12MID				
WLTJ-FM (WPNT)	92.9mHz 47,000w Stereo 24 hrs 890 ft.	Weiss & Powell ----- WPNT, Inc.	Adult Contemp.		Was Beautiful Music until 8/84. Had softened its playlist to appeal more 35-54, competing with WSHH-FM. With new call letters 4/86, have become a bit more uptempo.
WSHH-FM	99.7mHz 10,000w Stereo 24 hrs 930 ft.	Major Market ----- Renda	Easy List. (Carson)	Two minutes of news on the hour and half-hour from 6-8AM. 90-second news headlines air every other hour thereafter.- Traffic in drives. Natic 1 Weather Service for sts at :30. *	Good signal. "Wish" is the exclusive easy listening station in the market. *Wall St. Journal Reports also air weekdays.

STATION	FACILITY	REP/AFFIL/OWNER	FORMAT	NEWS/FARM/SPORTS	SPECIAL FEATURES/COMMENTS
WTAE-AM	1250 kHz 5,000w 24 hrs.	Katz ABC-E/ USN II ----- Hearst Corp.	Adult Contemp./ Personal.	News on the hour and half-hour in drives; on the hour all other dayparts. Joe Nardo weather service. Tie-in with tv news personalities. Myron Cope sports talk show Mon-Fri 7-8PM. Steelers football and U of Pittsburgh football and basketball. Commentaries daily in drive times by Myron Cope.	Heavy emphasis on personalities. Good sports image. Jack Bogut, long-time KDKA personality hosts AM Drive, but has been losing audience over the past year. He also does a tv show from 10-11AM following his show each weekday. New GM: Richard White, formerly of P/W Reps. New Station Manager, Dave Mason, former PD at WKRC/Cincinnati.
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WHTX-FM	96.1mHz 50,000w Stereo 24 hrs 500 ft.		Top 40*	News twice hourly in AM Drive and on the hour in PM Drive. John Steigerwald on sports in AM Drive (WTAE-TV personality). Traffic reports in drives. *Steelers football simulcast in '85.	Very inconsistent format: softened their sound 8/85, though not positioning themselves as A/C. "Hit Radio 96" theme, featuring hit singles. AM Team O'Brian and Garry popular in the market though heavy on talk and information.
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WTKN-AM	970 kHz 5,000w 24 hrs.	McGavren-Guild ABC-C ----- Shamrock	Talk (ABC/ local)	Network and local news in drives. Accu-weather reports and rush-hour traffic updates featured. Play-by-play of Penn State football.	Local talk segments air in AM Drive and from 4PM-12MID. NBC TalkNet at night.
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WWSW-FM	94.5mHz 50,000w Stereo 24 hrs. 310 ft.		Adult Contemp.	Network and local news along with traffic reports in drives. Accu-Weather throughout the day.	Special features on WWSW-FM include American Top 40 on Sundays from 10AM-2PM; "Sound-track of the '60's" on Sundays from 6-9PM. Playi Oldies at night.

STATION	FACILITY	REP/AFFIL/OWNER	FORMAT	NEWS/FARM/SPORTS	SPECIAL FEATURES/COMMENTS
WWCL-FM (WNUF-F)	100.7mHz 20,000w* Stereo 24 hrs. 1,576 ft.	Torbet ----- Empire Media	Adult Contemp. (Fairwest)		Off the air 1/3/85, this New Kenington station signed on March 1st as WWCL (new owners and call letters). Formerly Big Bands. *Has applied for 50kw.
WYDD-FM	104.7mHz 50,000w Stereo 24 hrs. 500 ft.	Roslin ABC-FM/ CBS-RR ----- Gateway Bdcstg.	New Music		Signal problems. Using Rick Carroll's "Rock of the '80's" format. Carries "Entertainment Coast to Coast" from CBS.