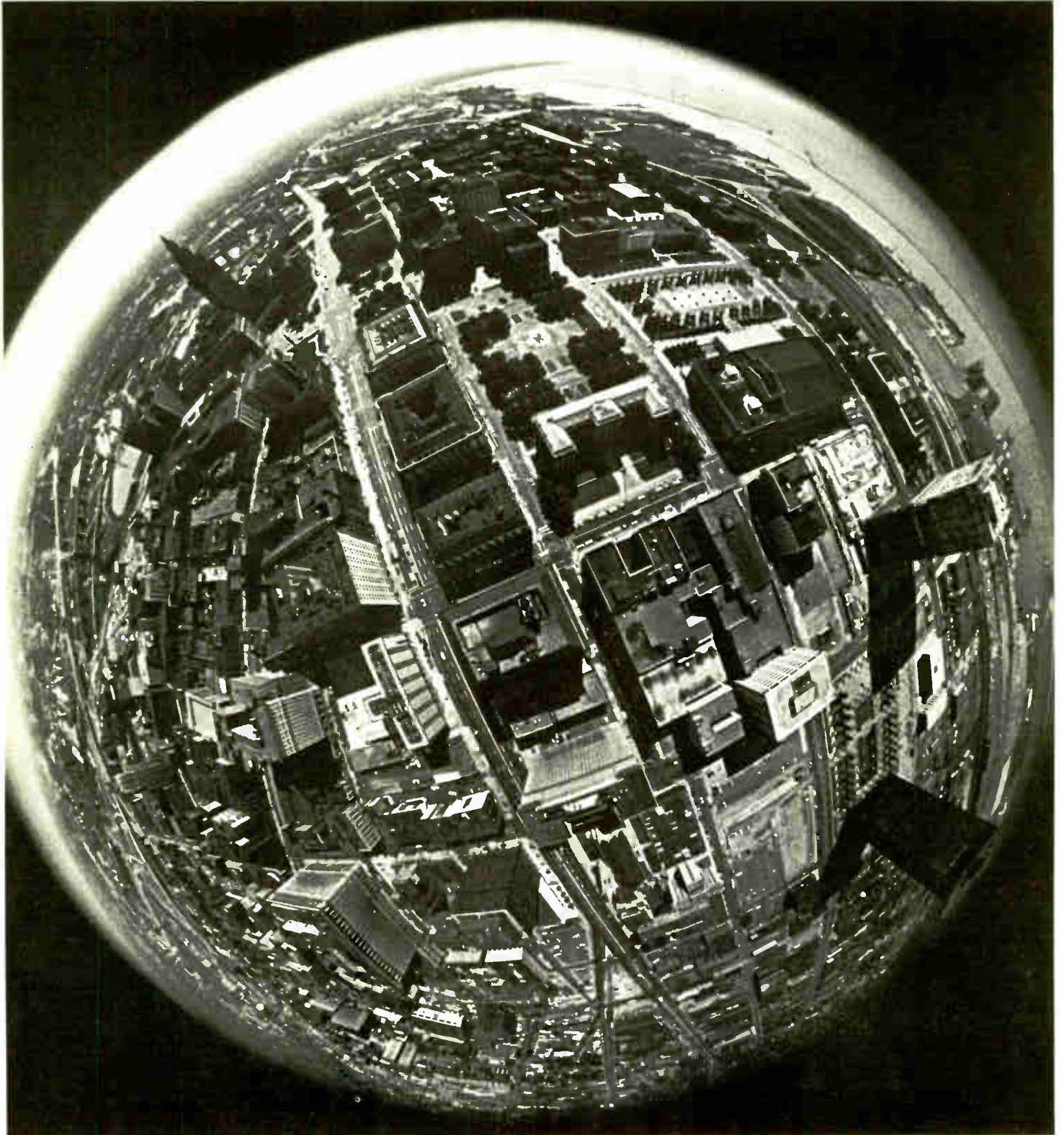
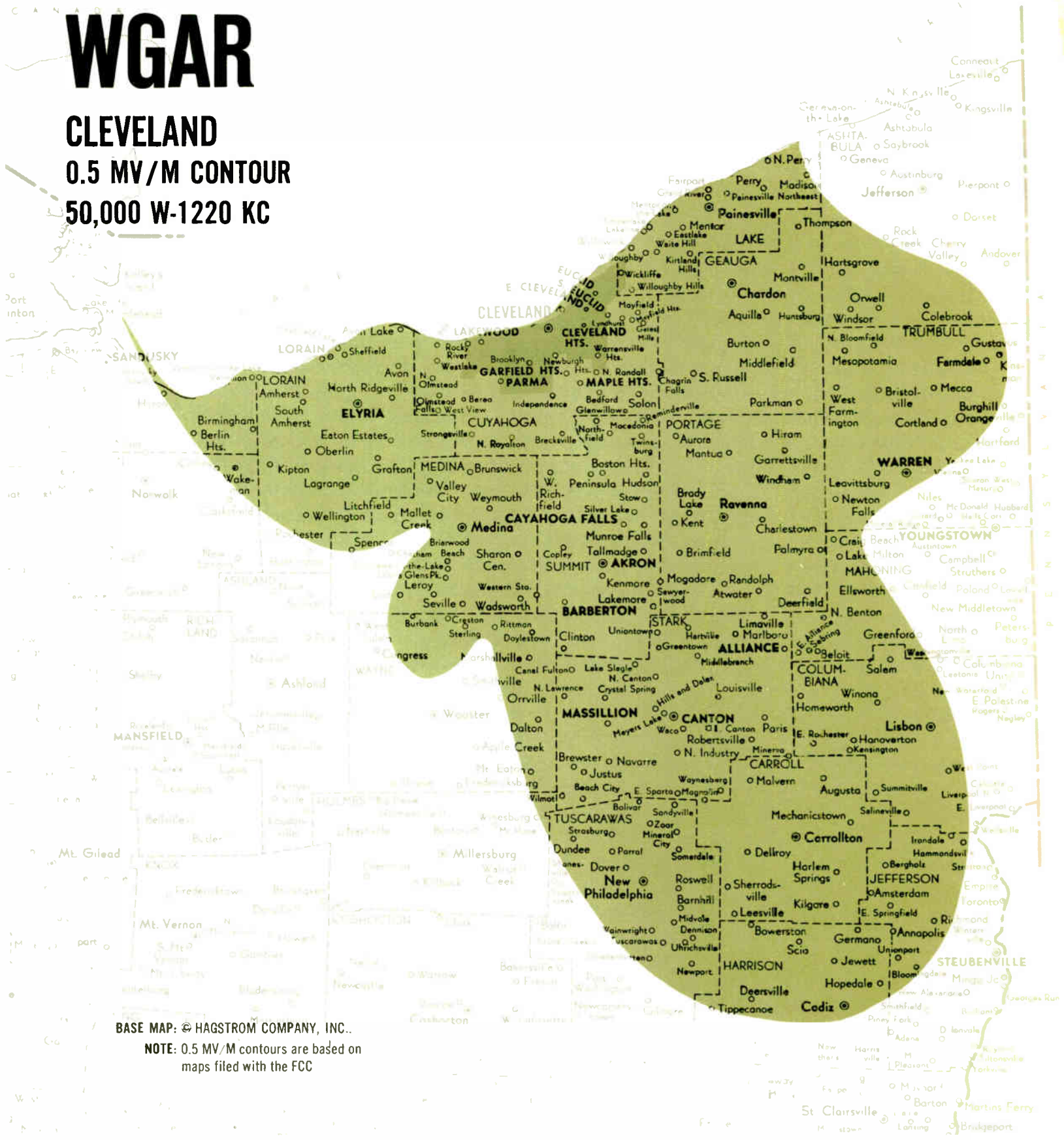


BLAIR RADIO MARKET REPORT WGAR CLEVELAND



WGAR

CLEVELAND
0.5 MV/M CONTOUR
50,000 W-1220 KC



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



Program Schedule

WGAR Cleveland, Ohio
50,000 watts 1220 khz

MONDAY - FRIDAY

6AM-10AM - JOHN LANIGAN IN THE MORNING

Paul Harvey News: 8:30

10AM-1PM - JOE MAYER

Paul Harvey News: 12:30

1PM - 4PM - CHUCK COLLIER

4PM-8PM - BOB VERNON

8PM-12Mid - GEOFF FOX

12 Mid-6AM - JIM BUCHANAN

Minuteman News at :15 and :57

ABC-E News at :30

Minuteman Sports at :45
(except 10 a.m.-3 p.m.)

SATURDAY

12Mid-8AM - BUDDY HENDERSON

8AM-12 Noon - JOHN LANIGAN IN THE MORNING

12 Noon-4PM - BOB VERNON

Paul Harvey News: 12:30

4PM-8PM - CHUCK COLLIER

8PM-12Mid - JIM BUCHANAN

News/Public Affairs/or Music Documentary
at :15

Minuteman News at :57

Minuteman Sports at :45

ABC-E News at :30

SUNDAY

12Mid-3AM - BUDDY HENDERSON

3AM-6AM - PUBLIC AFFAIRS

See Reverse Side

con't.....

Blair



Radio

SUNDAY con't

6AM-9AM - RELIGIOUS

9AM-1PM - JOE MAYER

1PM-6PM - GEOFF FOX

6PM-11PM - JIM BUCHANAN

11PM-11:30PM - CLEVELAND PERSPECTIVE

11:30PM-2AM - WGAR CHRONICLES (Music Documentary)

2AM-3:30AM - PUBLIC AFFAIRS

3:30AM-6AM - BUDDY HENDERSON

News/Public Affairs/or Music
Documentary at :15

ABC-E News at :30

Minuteman News at :57

Minuteman Sports at :30

123003/id

Quick Review

WGAR - CLEVELAND, OHIO
50,000 watts - 1220 khz

- * Bright uptempo music featuring strong production ... 1220/WGAR means music ...
- * Excellent personality station ... aimed at making audience "feel good" ... positive approach to music and listeners.
- * WGAR is one of two Cleveland stations which totally reach the affluent suburbs throughout at 14 county area (population 3.4 million).
- * WGAR represents most consistent ratings and programming in the market.
- * Excellent local Minute Man news coverage three times each hour ... staff of 7 includes city hall and sports specialists. UP (national, state and local), and weather bureau wires, police monitor, drive time traffic reporters.
- * ABC Entertainment Network News hourly including Paul Harvey commentary.
- * Production smooth and tight - emphasis on good quality.
- * Studio and production facilities are all new ... among most modern and complete in the country.
- * Offers a truly unique programming outlet in the Cleveland market ... particularly strong in area of listener involvement.
- * Weekend documentaries - either News/Public Affairs or Music ... running hourly from Friday at 7:15PM - 10:15PM Sunday.
- * First person custom-tailored public service announcements by community and business leaders in conjunction with unique special projects worked on by the staff...winner of hundreds of awards each year including Signia Delta Chi award for public service in radio journalism.
- * Merchandising programs are tailored to individual advertiser's needs ... include dealer mailings, sales incentives, on-air contests.

Blair



Radio...continue on reverse side...

- * Advertising and promotion are strongest in market...emphasis on reaching 18-49 audience and potential advertisers ... includes weekly newspaper column directed to advertising community and regular mailings to ad agencies.
- * Owned by Nationwide Communications ... NAB Code Member.



Rate Card

50,000 watts

WGAR CLEVELAND

1220 kc

CLASS AA: 5:30am-10:00am, Monday-Saturday;
3:00pm- 7:00pm, Monday-Friday

| | <u>ONE-MINUTES</u> | <u>30-SECONDS</u> |
|--------------------|--------------------|-------------------|
| Specified position | \$75.00 | \$60.00 |
| Less than 6 weekly | 70.00 | 56.00 |
| 6 weekly | 65.00 | 52.00 |
| 12 weekly | 60.00 | 48.00 |
| 18 weekly | 55.00 | 44.00 |
| 24 weekly | 53.00 | 42.40 |
| 30 or more weekly | 50.00 | 40.00 |

CLASS A: 10:00am- 3:00pm, Monday-Friday;
10:00am- 7:00pm, Saturday;
6:00am- 7:00pm, Sunday

| Specified position | \$60.00 | \$48.00 |
|--------------------|---------|---------|
| Less than 6 weekly | 55.00 | 44.00 |
| 6 weekly | 50.00 | 40.00 |
| 12 weekly | 45.00 | 36.00 |
| 18 weekly | 41.00 | 32.80 |
| 24 weekly | 39.00 | 31.20 |
| 30 or more weekly | 37.00 | 29.60 |

CLASS B: 7:00pm-12:00midn, Monday-Sunday

| Specified position | \$50.00 | \$40.00 |
|--------------------|---------|---------|
| Less than 6 weekly | 45.00 | 36.00 |
| 6 weekly | 40.00 | 32.00 |
| 12 weekly | 35.00 | 28.00 |
| 18 weekly | 33.00 | 26.40 |
| 24 weekly | 32.00 | 25.60 |
| 30 or more weekly | 31.00 | 24.80 |

10-second announcements: 60% of applicable one-minute rate.

NOTE: All announcements rotate within time classifications.

FEATURES: Applicable one-minute rate plus \$5.00.
 (Commercial time: opening & closing billboards plus one-minute announcement)

ALL NIGHT PROGRAM: 1/4 sponsorship rotating: \$200.00 per week.

Rate Card #3 (effective May 1, 1973)
 30 days rate protection
 Typed 4/25/73 bd

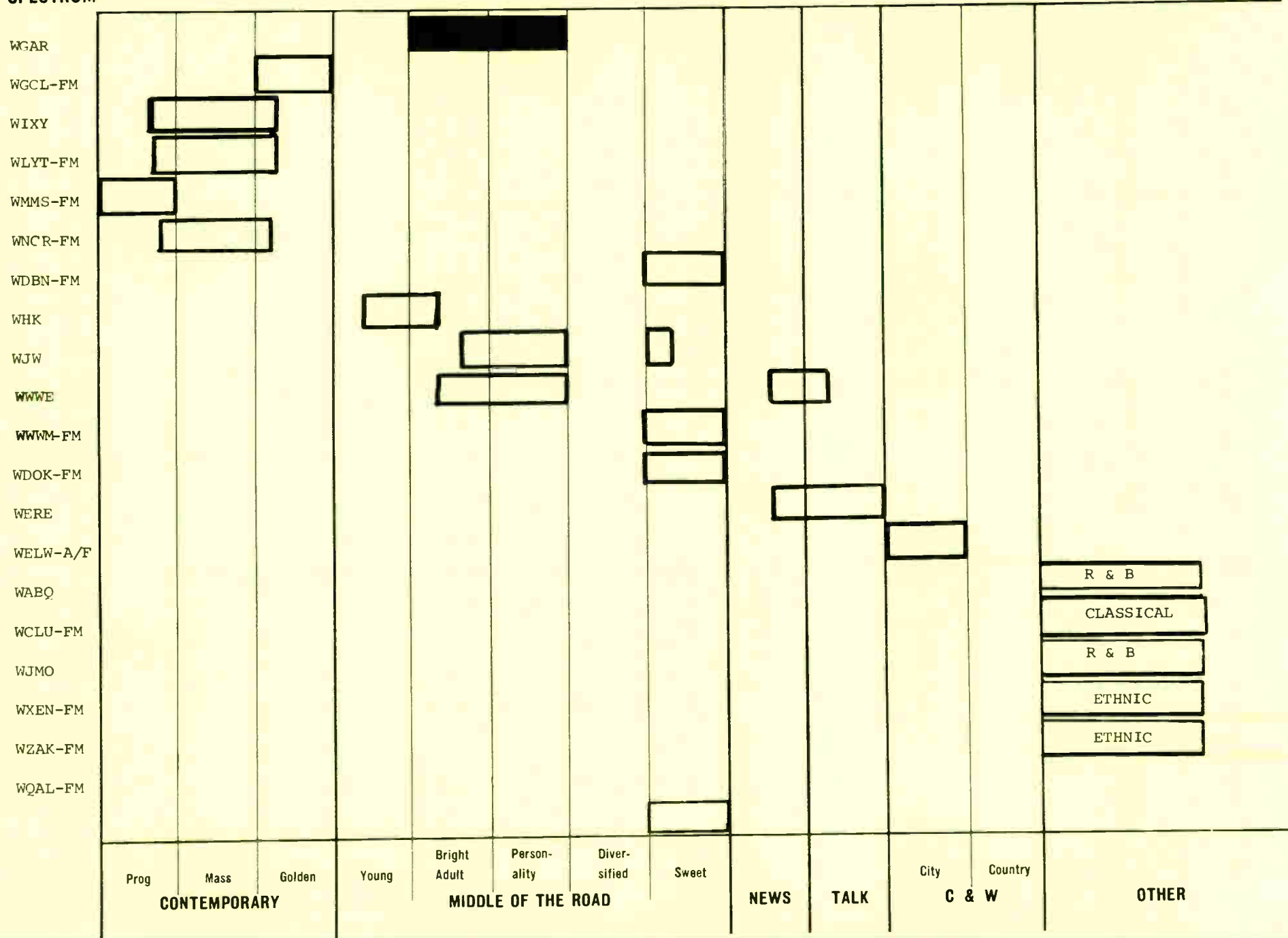
| Station | Facility | Rep/Affil. | Format | News/Farm/Sports | Comments |
|---------|--|---|--|--|---|
| WGAR | 1220 khz 50,000w. | Blair/ ABC-E | Up-tempo MOR | ABC-E News hourly. Paul Harvey. "Minute Man" news coverage three times each hour. Staff of 7. Weekend documentaries on News/Public Affairs or Music. | Very bright, personality approach. Positive tone. Excellent coverage. Strong promotion under full time Director. Public Service announcements by community and business leaders. Owned by Nationwide Communications. |
| WWWE | 1100 khz 50,000w. | CBS Spot Sales NBC Network | MOR with some current hits. News and sports from 5PM-12M. | Three man news staff. News, weather, stocks from 5-6:30PM. 6:30PM-12M Sports Line to a talk show. Exception when broadcasting games of Cleveland Indians (baseball), Cleveland Cavaliers (basketball), Cleveland Crusaders (hockey). | Strong signal; clear channel. Total reorganization of news and sales staff. Programming change from total music to emphasis on sports. Station Logo "Sports Giant of Northeast Ohio". All album cuts. |
| WIXY | 1260 khz 5,000w. | Metro Radio | Contemporary; light mix of golden oldies. | No news staff. News given by air personalities. No sports coverage. | Good jingle package. Continuous contests to retain teen audience. Shows well in PULSE and ARB in summer months. Playing three in a row (Music). Limited signal. |
| WJW | 850 khz 10,000w. (day) 5,000w. (night) | Major Market Radio CBS Network | MOR, beautiful music with 25% current hits. Recently added 2-way talk with Carl Reese (10A-2P) | Editorials are their strong point; PSA's purposeful and well done. Local and national news on the hour. Sports results given periodically within the news | Good signal. Station is sold on the reputation of Ed Fisher (6-10AM). For years known as "The Beautiful Music Station" and has recently introduced into their format a mix of current hits and 2-way talk during housewife(10A-2P). |
| WDOK-FM | 102.1mhz 50,000w. vertical 50,000w. horizontal | Eastman ABC-I | MOR beautiful music. Mostly instrumentals (background music). | ABC-I news AM/FM drives on the hour, followed by local news (10 minutes total) Stocks 8:30AM and 5:30PM. No sports or farm. | Strong signal. Have been top FM station in Cleveland for five years. Tom Armstrong (5:30-9:30AM) only live announcer. Remainder is automated. |

Competitive Station Analysis

Confidential Use of Blair Only

| Station | Facility | Rep/Affil. | Format | News/Farm/Sports | Comments |
|---------|--|------------------------------|---|---|--|
| WHK | 1420 khz 5,000w. | Katz Independent | MOR beautiful music to be changed to Contemp. | News on :30 and :60. Five man news staff. Home of Cleveland Browns Football. | Numbers very good during football season. Signal good in Cleveland area. All air personalities have been fired and new staff should arrive March 1. Change in general sales manager and all air personalities. New air personalities hired from top 40 stations. |
| WERE | 1300 khz 5,000w. | McGavren-Guild CBS | 100% talk. (24 hrs./day) | Two hour news block (5-7PM). CBS news on the hour, followed by local news (10-minutes total). Helicopter traffic reports AM and PM drive. Carried Cleveland Indians baseball last year; recently lost to WWWE. Regular sportscast at 8:20AM; included in news at all other times. | Change in approach to talk format from non-controversial to controversial with the introduction of new air personalities as of Feb. 1972 (Gary Dee 5:30-10AM), Reverend Farley Wheelright (10AM-1PM). Signal marginal. Poor coverage west and southwest Cleveland. Station has been sued for airing coverage of questionable topics (sex). |
| WJMO | 1490 khz 1,000w. (day) 250w. (night) | UBC Sales | Modern R & B, soul | Five minutes of news at :55. | Weak signal. Directional. Dominant black station. |
| WDBN-FM | 94.9 khz 118,000w vertical 118,000w horizontal | ATA Radio Independent | Beautiful music; primarily album instrumentals. | Intermittent newscasts. | Having difficulty with their signal. Only coverage is western part of Cleveland. |
| 003/ar | | | | | |

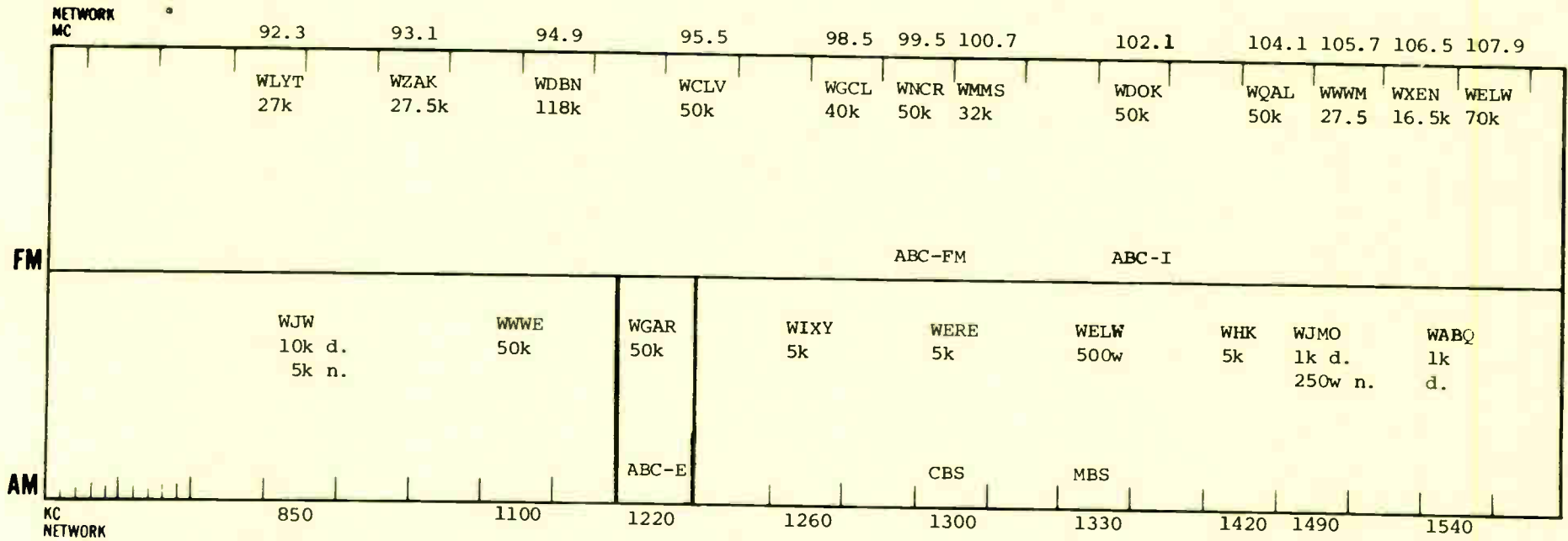
SPECTRUM



CLEVELAND

OCTOBER 1973

FACILITY



7 BLAIR RADIO
MARKET REPORT
WGAR CLEVELAND

