

# WZGC STEREO 93

PEACHTREE CENTER BUILDING, ATLANTA, GEORGIA, 30303



COMMUNICATIONS OF ATLANTA, INC.

# People are saying nice things about **WZGC 93**fm

The best new morning drive team in the BUSINESS is BARRY CHASE & SCOTT (newsman) WOODSIDE at Z93, Atlanta. They are funny as hell...Dale O'Brien (noon to 4 at Z93) is as smooth as anyone you'll ever hear. Z93's Dan Mason is the hottest new teen jock in the country, pulling a 36 between 7 and 8 PM in the last ARB. I was in Atlanta for the Bob Wilson Show, and BABY - I listened.

Reprinted directly from

## **THE FRIDAY MORNING QUARTERBACK, INC.**

1415 E. MARLTON PIKE, SUITE 404  
CHERRY HILL, NEW JERSEY 08034

A FACTUAL PROGRAMMING GUIDE

APRIL 25TH ISSUE

The highly respected programming analyst, Kal Rudman gave his objective opinion of Z-93's outstanding air staff in this recent issue of THE FRIDAY MORNING QUARTERBACK, INC. People all over Atlanta are saying "We agree!"

# WZGC 93fm Research



Communications of Atlanta, Inc. 230 Peachtree St., N.W., Atlanta, Ga. 30303 Telephone (404) 522-9393

## COMPETITIVE MARKET PROFILE

- WAOK - Black programming, personalities, high level of local community involvement
- WBIE-FM - Automated country music - low listener involvement
- WGKA - All classical music, arts and cultural news, opera and symphony
- WGST - MOR - contemporary - oldies with personalities and heavy news emphasis. Carry Georgia Tech sports and Flames Hockey.
- WIGO - Black contemporary hits with high energy personalities
- WIIN - AM Daytimer with progressive album cuts, Dr. Demento, jazz and counter-culture features
- WKLS-FM - Progressive - contemporary - album cuts, low listener involvement, no contests or promotion-minimal news or community involvement
- WLTA-FM - Automated easy listening, hourly news, some personality
- WPCH-FM - Schulke automated eas. listening, hourly news, heavy TV advertising
- WPLO - Country music with personalities and news, community involvement and promotion
- WPLO-FM - Automated country music
- WQXI - Top 40, personalities, news and community involvement, Falcon football
- WQXI-FM - Simulcast with WQXI-AM 5:30-10AM - contemporary - progressive album cuts all other times
- WRNG - All talk and news, personalities, community involvement, CBS network
- WSB - MOR, personalities, news, features, talk, interviews, copter traffic reports, religious, Braves baseball, Hawks basketball, high school sports, community involvement, NBC network
- WSB-FM - Automated MOR, news and NBC network

# WZGC 93fm Research



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## STATION PROFILE - WZGC (Z-93) Atlanta

### FACILITIES

Frequency: 92.9 Mhz ERP: 100,000 watts (H&V)  
Antenna Height: 590' above  
average terrain

Hours of Operation: 24 Hours

### COVERAGE

Radius of approximately 90 miles from transmitter.

Includes Atlanta metropolitan radio market.

### PROGRAMMING

Z-93 is a mass appeal radio station with special emphasis on teens and young adults. The music consists of Hit Contemporary selections blended with gold records of the past.

### AUDIENCE

Z-93's target audience is teens and young adults, 12-34. It includes a large number of college students.

### ADVERTISING POLICY

Z-93 allows commercial content to occupy only 8 minutes of each hour.

### ADVERTISERS

Z-93's client list includes the following account categories: automotive, banks/financial institutions, insurance, beauty products, beer and wine, clothing, department stores, jewelry and gifts, furniture/appliances, food products, restaurants, real estate, soft drinks and candy, movies, concerts, sports and other entertainment, records and tapes.

### PROMOTION

Z-93 makes itself visible in Atlanta in a variety of ways... TV spots, bus cards, T-Shirts, on-air contests.

### COMMUNITY INVOLVEMENT

Every other Sunday, Z-93 broadcasts "Confrontation", a special program dealing with black problems in today's society. Z-93 sponsors exclusive movie showings, concerts and other special events such as the Atlanta premiere of the film "Tommy", the Grand Funk and Alice Cooper concerts.

3/10/75

# WZGC

STEREO 93 FM

RECENT WZGC ADVERTISERS

Georgia Power Company  
Dr. Pepper  
Dairy Queen  
Budweiser Beer  
Hardee's Restaurants  
McDonalds  
Trust Company Bank  
First National Bank  
Seven Eleven Stores  
Mangurians Furniture  
Rich's  
National Bank of Georgia  
Sears  
Kawasaki  
Richway  
C & S Bank  
Hostess Baking  
Chrysler-Plymouth  
Country Club Beer  
Lion Country Safari  
Wrangler Jeans  
Clairol Products  
TDK Tape  
Kennedy & Cohen  
The County Seat  
Metropolitan Life  
CMC Stereo  
Tropicana Orange Juice  
Yamaha  
Six Flags Over Georgia  
Just Pants  
Kay Jewelers  
Carnation Slender  
Gingess Formal Wear  
Eckerds Drugs  
Johnson & Johnson  
Levi's Jeans  
Bekins Moving and Storage  
Schlitz Beer  
Hamms Beer  
The Gap  
Nunn Bush Brass Boot  
Mennen  
Gillette  
Avon  
Honda  
Sea & Ski  
Macleans Toothpaste

Lafayette Radio  
Burger King  
Pontiac  
Muse's  
7-Up  
Helene Curtis  
Chick-Fil-A  
DeKalb Federal Savings  
Lee Jeans  
Volkswagon  
Coca-Cola  
Carnation Instant Breakfast  
Litronix  
Pant-A-Rama  
5-7-9 Shops  
Mitchell Tuxedos  
Nehi Distributing Company  
Mars  
MCA  
Capitol Records  
ABC/Dunhill  
Warner Brothers  
Columbia Pictures  
Columbia Records  
RCA  
Mr. Pibb



# Help your kids win a free night at Six Flags for their whole school In the WZGC-93 M&M/MARS "Schoolhouse Rock" Contest.

Featuring a private  
Sugarloaf Concert



Sugarloaf

### Here's how they can win!

Students collect and save wrappers from any M&M/MARS candies—or facsimiles: the names of any M&M/MARS candies hand-printed on 3" X 5" pieces of paper.

Printed names must appear as follows: "M&M's" Plain Chocolate Candies—"M&M's" Peanut Chocolate Candies—MILKY WAY bar—3 MUSKETEERS Bar—SNICKERS Bar—COMBO MUNCH Peanut Brittle—SNIK SNAK Stiks—MARS Almond Bar—MARATHON Bar.

The school that collects the most entries per student will be the winner. Every school has an equal chance to win.

Contest ends May 16, 1975. At this time, schools should have packaged all entries in cardboard cartons and bundled in groups of 10,000 to be delivered to the WZGC-93 studios.

The rock concert is a free, private show, held at Six Flags Over Georgia, on May 30, 1975. Student body and faculty have free admission to the park from 5:00 PM on. Winning school notified on or about May 21, 1975.

Contest open to all public or parochial junior and senior high schools in the Atlanta area.

For full details, call 524-3201—and hear all about it on WZGC-93.



# information

## The Mountain Do

Z 93...the Atlanta GIANT...is proud to participate in one of the most exciting and worthwhile projects scheduled for the Spring: the Mountain Do.

There's lots to do at a Mountain Do: you can climb a 300 million-year-old rock; follow the 1.3 mile trail where fearless Indians once trod; listen to great bluegrass pickin'; see champion mountain cloggers; buy magnificent mountain crafts; meet the Z 93 disc jockeys; traverse a Herculean mountain obstacle course; drink from a mountain fountain; see wild animals face to face; sample free rocks, grass, and Dew of your choice; ride up and down in a hot air balloon; win special prizes for yourself and your school in the Mountain Do Pledge Walk to benefit the Kidney Foundation; and maybe even bask in the sun.

In short, it'll be a good way to find Mother Nature and help your fellow man. Bring a date or a dog. Or a kite.

Do it. May 31. At beautiful Stone Mountain.

**WZGC**  
**93 fm**



# involvement

# community



Some Atlantans learned a lot about helping each other in this year's March of Dimes Pledge Walk. They also learned about sharing; and dedication; and how hard work brings people together. They also learned a lot about slaps on the back. Right, fellas?

But to the thousands of Atlantans who turned out, the 1975 March of Dimes Pledge Walk meant lots of fun, too. Free prizes, lots of music, and free refreshments served by smiling Z 93 disc jockeys.

The afternoon's efforts raised some needed financial support for the worthiest of causes. Z 93 is proud to

have participated in this effort to help Atlantans help other Atlantans. We thank all those who made it possible.

**WZGC**  
**93<sup>fm</sup>**



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230 PEACHTREE ST. N.W. ATLANTA, GEORGIA 30303 404-522-9393



# promotion



## Why is Chuck smiling?

'Cause he's the sales manager of WZGC, and he's in the middle of over 11 million signatures brought in by 34 metro Atlanta high schools for the Z-93 School Spirit Contest.

The students at Fayette County High School, Fayetteville, Georgia were the winners with a total of 2 million signatures on their petitions.

Fayette County High will receive a School Spirit Dance, with entertainment and refreshments compliments of Z-93, plus a juke box which will be stocked with the top 20 hits each week for an entire year.

Try Z-93 and get results. Then smile!

**WZGC**  
**93 fm**  
STEREO ROCK



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404-522-9393

# involvement

## THE Z ZIPPERS

In an effort to broaden its involvement with young Atlanta, Z 93 recently launched its own entry into the world of competitive sports: the Z Zippers.

This year the Zippers--the official Z 93 basketball team--have scheduled a series of games with Atlanta public schools. The Zippers appear free-of-charge to play any organized team from metropolitan Atlanta. Thus far the games have been great fun for both the students and for the Z 93 jocks. And since the school keeps all the proceeds, it's a great way to raise money for various school projects.

Thus far in the season the Zippers boast a perfect record of no wins/five losses. And we plan to keep this momentum rolling as the season continues.

The Z Zippers...they could only be from Z 93...the Atlanta GIANT.



# promotion

## THE GEORGE HARRISON ZIPOFF

Z 93...the station that gives you more concerts, more cash, and more winners than any other Atlanta radio station... presents the George Harrison Zipoff.

In conjunction with the spectacular Omni appearance of George Harrison, Ravi Shankar, and Billy Preston, the Super Z gave lucky listeners hundreds of George Harrison albums and concert tickets. Even though the concert was actively promoted by the media, Z 93 was the only Atlanta radio station to give away Front Row Center tickets to the Harrison show. Two lucky Atlantans were even flown to New York all-expenses-paid, to hear Harrison's Madison Square Gardens performance.

Prior to the concert, Z 93 also broadcast an exclusive in-depth interview with Harrison--the first one released in over five years. This interview and the constant pre-concert giveaways brought thousands of enthusiastic fans to the Omni hours before showtime.

Harrison, ably assisted by Shankar and Preston, totally mesmerized two sell-out crowds, and pulled off one of the most spectacular musical events ever held in the Omni. The George Harrison Zipoff...exclusively from Z 93. Where the winning is only beginning!



# WZGC

STEREO 93



**COMMUNICATIONS OF ATLANTA, INC.**  
PEACHTREE CENTER BUILDING, ATLANTA, GEORGIA 30303  
404-521-1190

100,000 WATTS E.R.P. HORIZONTAL  
100,000 WATTS E.R.P. VERTICAL  
ANTENNA 590 FEET ABOVE AVERAGE TERRAIN